FINE ARTS DEPT.

modern PHOTOGRAPHY

JUNE 1957 PRICE 35 CENTS
40 CENTS IN CANADA

PUBLIC LIBRARY
APR 18 1957
DETROIT

NEW SUPER ANSCOCHROME: COLOR FILMS

SET THREE TIMES FASTER THAN EVER!

101 PLACES TO SELL YOUR PICTURES...

KODAK'S EXCITING NEW COLOR FILM SIZE!

SPECIAL REPORTS: NEW CAMERAS, FILMS,

LENSES, VARIABLE CONTRAST PAPERS...

BALISH

Announcing...

the world's fastest color film!

available
now in 120 rolls
later on in 35mm magazines

NEW

DAYLIGHT TYPE
in the bright new red and gold carton

EXPOSURE INDEX 100

with NORMAL processing

INCREDIBLE SPEED With ordinary color transparency film the basic exposure is 1/50 second at f6.3. With SUPER Anscochrome it's 1/500 second at f6.3. Yet you get all the true-to-life color—all the superb definition on your screen and in your prints. SUPER Anscochrome is *10 times faster* than traditional color film . . . *3 times faster* than recent high-speed color films.

See how even the fastest action has been frozen in the picture above and on the opposite page. You can use your highest shutter speeds as a matter of course, when your camera is loaded with new SUPER Anscochrome.

BETTER COLOR . . . BETTER QUALITY! With SUPER Anscochrome you can get superb transparencies under almost impossible light conditions—without flash, time exposure or tripod. You stop the fastest action your shutter can catch. With SUPER Anscochrome you can stop down for crisper backgrounds, for SUPER Anscochrome requires less light. And SUPER Anscochrome color slides are true and natural without objectionable graininess. The wide latitude and uniform gradation gives you more life-like colors even at higher speeds—in dimmest light!

SUPER Anscochrome gives you better transparencies under existing light, as in this hand-held exposure made by the light from the four candles.

SUPER ANSCOCHROME

Only from Ansco can you get a film so fast . . . and so good!

IDEAL FOR INDOOR SHOTS SUPER Anscochrome, Daylight Type gives beautiful transparencies indoors with existing light, blue flashlamps or electronic strobe lighting.

SUPER Anscochrome and blue flashlamps stopped action in this appealing story-telling indoor shot.

SO NOW THERE ARE TWO ANSCOCHROME FILMS

Anscochrome Film, regular (*Exposure Index 32*) The color film that in two short years made Ansco the leader in color. Supplied: Daylight Type in 120, 620, and 828 rolls and 35mm magazines. Flash Type in 120 and 620 rolls and 35mm magazines.

Super Anscochrome Film (*Exposure Index 100*) The world's newest and fastest transparency film, for those who demand the latest and best and are willing to pay a small premium to get it. Supplied: Daylight Type ONLY, in 120 rolls, at $1.75 each.

Ansco • Binghamton, N. Y. *A Division of General Aniline & Film Corporation.*

NEW SUPER ANSCOCHROME . . . **far and away, the world's fastest color transparency film!**

Put your vacation on film! Just set the Sun Dial . . . sight . . . shoot. Has f/2.5 lens and big viewfinder. 8mm 220 Wilshire, $39.95.

Triples your travel thrills! Has three fast f/1.9 focal lengths including wide-angle and telephoto. 8mm 252-TA Monterey, $99.95.

Uncanny camera! Amazing Electric Eye sets the lens automatically and continuously while you are shooting. 16mm 200-EE, $299.95.

You take the Bell & Howell–the movies take themselves!

Instant action cameras — ready whenever you are!

New as your next trip! Holds 100 feet of film and threads itself. It's easy to use. A child can set its Sun Dial. Has 5 shooting speeds. 16mm 240-A camera, with f/2.5 Sunomatic lens, $179.95.

Two lens turret! Same as 240-A, but with Swifturn turret for telephoto and normal lenses. Has new adjustable viewfinder. 16mm 240-T camera, with f/2.5 Sunomatic lens, $219.95.

Tops in 8mm! It's magazine loaded so you can change your film fast. Positive viewfinder . . . you get what you see! 172-A Explorer, with twin turret and f/2.5 Comat lens, $169.95.

FINER PRODUCTS THROUGH ***IMAGINATION***

Bell & Howell

7154 McCormick Road, Chicago 45, Ill.

DON'T BE LIMITED

TO ONE COLOR SIZE!

Rollei

gives you color in all 3 popular sizes!

35mm color . . . (or black and white) you simply slip the Rolleikin adapter into the Rollei, load 35mm film, and shoot away.

Super Slides . . . the preferred size for 2x2 projection . . . gives over 85% greater picture area than 35mm. Mounts available either cardboard or metal-glass.

Big 2¼" x 2¼" . . . for those who want their color *big*, or need transparencies in salable size. Also best for critical enlargements from black and white negatives.

Rollei *versatility* extends even to your color needs. For larger 2¼" x 2¼" negatives or small 35mm . . . or the preferred Super Slide size for 2 x 2 projection . . . you need only Rolleiflex, the world's most popular, most versatile camera in the quality field. With its rugged, dual range built-in exposure meter, synchro-Compur LVS shutter, and the finest optics available, automatic Rolleiflex f:3.5G or f:2.8E will give you complete command of every color opportunity . . . assure perfect photography for years on end. At all dealers, or write for literature.

Burleigh Brooks, Inc.

10 W. 46th St., New York 36, N. Y.

PONDER & BEST, INC.

814 N. Cole Ave., Hollywood 38, Calif.

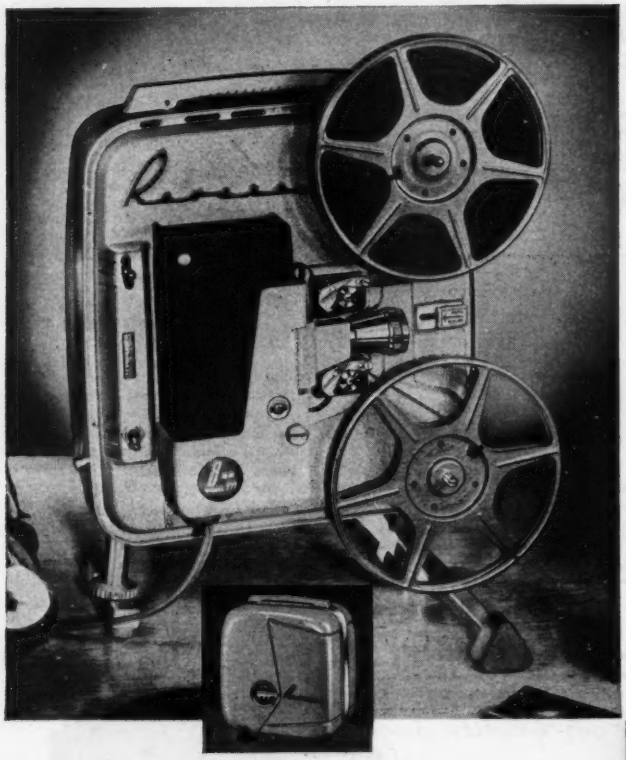
MODERN PHOTOGRAPHY (combined with Minicam) is published monthly by the Photography Publishing Corp., 33 West 60th Street, New York 23, N. Y. Reentered as Second Class matter at the Post Office at New York, under the the Act of March 3, 1879; additional entry at Louisville, Kentucky. Yearly subscription price is $4.00 in U.S.A. and possessions, $4.50 in Canada, $6.00 in Pan-American Union and Philippines. Elsewhere, $8.00. Single Copies 35c; Canada 40c. Elsewhere, 75c. June, 1957. Vol. 21, No. 6.

Keep Happy Moments Alive FOREVER

with the new, versatile

Revere

Cameras and Projectors



NOW is the time to make personal movies. Be prepared to capture forever the joys of a graduation, wedding, anniversary and other happy events as they occur and re-live them over and over again—preserved in a movie record that grows more precious with each passing year. With Revere, good movies are easy to take . . . easy to show. Whether a beginner or an expert, there's a Revere 8mm or 16mm camera and projector to fit your needs. See them now at your nearest Revere dealer.

REVERE CAMERA COMPANY • CHICAGO 16, ILLINOIS

Revere "777" 8MM Movie Projector

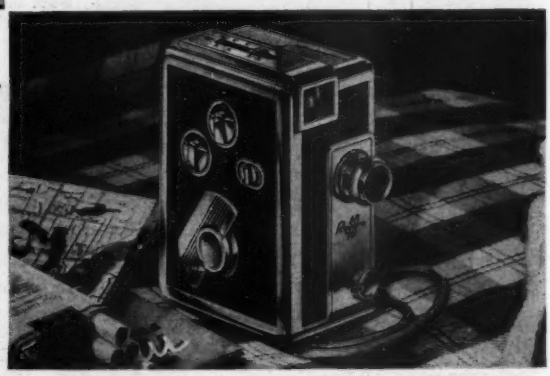
Precision built in every respect, the Revere "777" provides professional-quality picture brilliance, extreme projection steadiness and exceptional operating ease. Included are such outstanding features as: one simple forward-reverse control; fast positive power rewind with built-in safety feature; no lubrication required for life; AC-DC oper.; 500-watt lamp (750-watt lamp at no extra cost, if desired); fast ¾ inch wide angle F1.6 coated projection lens permits extra large picture in small room; two 400 ft. reels; smart, modern, self-contained case with retractable legs, handle . . . $127.50

Revere "40" 8MM Magazine Camera

Fast, simple magazine load; new adjustable view-finder; single frame exposure; continuous run; 5 speeds; footage indicator; exposure guide; interchangeable lens mount. WOLLENSAK 13mm f/2.5 Normal Cine Raptar Wocoted lens in fixed focus, inc. tax . . . $104.50

Revere "44" 8MM Magazine Turret Camera

With WOLLENSAK f/2.5 Normal Cine Raptar Wocoted lens in fixed focus, inc. tax . . . $139.50



IN PURSUIT OF HAPPINESS REVERE ADDS TO YOUR PLEASURE

NEW!

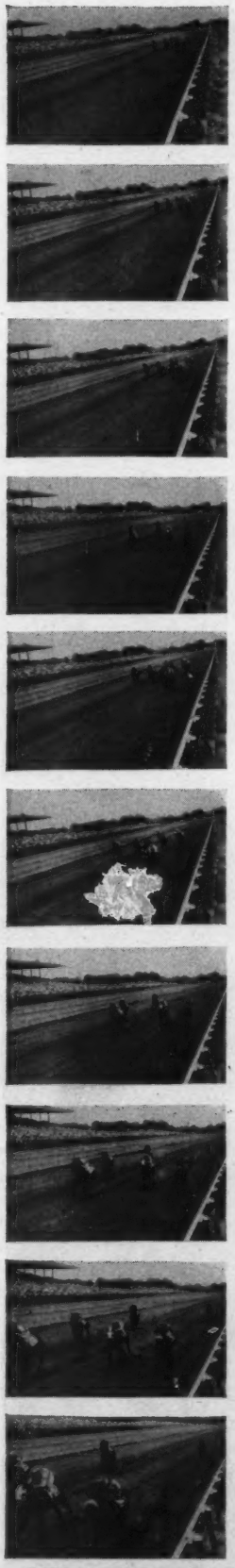
"101"—16MM Spool Load Camera. Uses 100' reels; objective view-finder; automatic threading; WOLLENSAK f/2.5 coated lens. $169.50

NEW!

"103"—16MM Turret Spool Load Camera. Divergent turret head; corresponding objective view-finder. WOLLENSAK f/2.5 coated lens. $199.50

"888"—35MM Robot Slide Projector. Shows 36 slides automatically all by itself! F/3.5 5" WOLLENSAK lens; 500-watt. With case and 7 Revere Magazine Trays.....$144.50

"T-1100" Dual-Speed Tape Recorder. High Fidelity "Balanced Tone"; single-knob control. With microphone, radio attach. cord, 2 reels tape with tape, case.. $169.50



10 PICTURES IN 5 SECONDS

With the Sensational New Praktina FX Rapid-Sequence Spring Motor

$69.50

Yes, one quick wind of this powerful spring motor, and you're all set to take ten pictures as fast as you can press the release button! A precision accessory which couples quickly and easily to the camera's transmission system, the Rapid-Sequence Spring Motor is particularly useful for time and motion studies, industrial and scientific processes, chemical reactions and laboratory requirements, audio-visual training sets, oscillography, photomicrography and macrophotography. Can be used in conjunction with the sensational new Praktina FX 50-Foot Capacity Bulk-Film Magazine to take 420 successive standard 35-mm frames without unloading! Other accessories that make the Praktina FX the world's most versatile camera: Electric Motor and Magnetic Remote Control, Extension Bellows and Tubes, Visual Correction Eyecup.

•

Left: Rapid-sequence sport shot series taken at Aqueduct Race Track, New York. Praktina FX with Jena Biotar f/2. Film: Plus X ASA 80. Taken at 1/200 sec., lens aperture f/6.3. Available outdoor lighting.

PRAKTINA FX

Guarantee, Registration and Import Certificate furnished with each camera.

The One and Only 35mm Single-Lens Reflex Rangefinder Camera that gives you all these features:

- Internal automatic diaphragm.
- Penta-prism eye-level viewfinder interchangeable with waist-level finder, both utilizing split-image rangefinder.
- Separate Newton optical viewfinder for fast action and available light photography.
- Recessed bayonet mount affords split-second lens interchangeability.
- Focal plane shutter with speeds 1/1000 to 1 second.
- Synchronized for regular and electronic flash.

With f2.8 50mm C.Z. Jena automatic Tessar lens..... $239.50
With f2.0 58mm C.Z. Jena automatic Biotar lens..... $297.50
With f1.9 55mm Steinheil automatic Quinon lens..... $299.50

Standard Camera Corporation MP12
319 Fifth Avenue, New York 16, N. Y.

Mail this coupon today for your free copy of ☐ "Masterpiece of Simplicity"; ☐ "Praktina FX 50-Foot Capacity Bulk Film Magazine" booklet; ☐ "Praktina FX Spring Motor" booklet. They're brand new editions, packed with information about the new, incomparable Praktina FX, its valuable accessories and its many applications for sports, nature, professional, industrial and other specialized uses.

Name_____
Address_____
City_____ Zone____ State____

STANDARD CAMERA CORPORATION 319 Fifth Avenue, New York 16, New York

the
smart way
to better
pictures

YASHICA LM

with BUILT-IN EXPOSURE METER

When you see a man with a Yashica LM you see a smart buyer. His good judgment is borne out in many ways. First, the moderate purchase price. When, if ever, have you seen so many quality features in a camera selling for only $59.95.

Then, the elimination of film waste. A highly accurate, built in exposure meter guides you to 12-out-of-12 perfect pictures — every time.

And last, but certainly not least, is the year-in, year-out satisfaction provided by top quality, superb optics and advanced features. See the wonderful new Yashica LM — *this week!*

$59.95 case 10.00

FEATURES:

twin f:3.5 lenses, hard coated and color corrected; shutter speeds from 1 to 1/300th second and bulb; delayed action; M and X synch; field lens focusing screen; semi-automatic film transport.

Yashica C, as above, less exposure meter, **$46.50; case 8.00**

NEW YASHICA-MAT

— crank action advances film, sets shutter and prevents double exposures—automatically. Features four-element f:3.5 taking lens and f:3.2 viewing lens, both hard coated and color corrected; shutter speeds from 1 to 1/500th second and bulb; delayed action; M and X synch; field-lens focusing screen. **$75.50; case 10.00**

Yashica **YASHIMA OPTICAL IND. CO., LTD., TOKYO, JAPAN**

U.S. Address: **Yashima Optical, 234 Fifth Avenue, New York 1, N. Y.**

In Canada: **Anglophoto, Ltd., Montreal**

...*but it never stopped the Nikon S-2*

Pictures of senoritas . . . *permitidas!* Of bull fights . . . *permitidas!* But, bread lines . . . *están prohibidas!*

Bread lines! People – old and young – mostly women, waiting in long, tired queues . . . the official constabulary keeping a watchful eye lest outsiders look and see.

Gene Cook is a photo journalist – a reporter – not a tourist. When he sees a bread line, he sees a story. He mingles with the crowd. His nonchalance dispels the suspicions of wary policemen.

Advance – focus – shoot! Gene is in action, his Nikon pressed to his cheek. Advance – focus – shoot! A policeman turns, but the Nikon is nowhere to be seen . . . only Gene, looking unconcerned. The policeman relaxes.

A woman steps from the line. There is anguish in her face. She cries out at some injustice – the others are mute.

That's the picture – the whole story! Gene's hand has already found the Nikon beneath his coat. And in the instant it takes for an idea to be born, the camera is before his eyes . . . and advance – focus – shoot! There! It's told. A futile gesture of defiance – one high point in a torpid human drama.

If photography is to record the very moment of truth – if it is to get beneath the consciousness of those whom it depicts – then the camera upon which it relies must respond with the fluency and ease – with the speed, at least, of a Nikon S-2 . . . fastest handling '35' in the field.

For free copy of "35mm Photography – a New Art" write to Nikon Incorporated, 251 4th Ave., New York 10, N.Y., Dept. MP-6.

NIKON S-2

the Fastest Handling '35' in the Field

NIKON PHOTOS BY GENE COOK

these photographs were taken with a

Simmon omega enlarger

...and with standard accessories that fit your own Omega enlarger. Taking pictures, making pictures, showing pictures—they're all simple chores for the versatile Omega. Did you know your Omega can help you take a microphotograph—or a precise photocopy—or project a mural—or help you "read" a roll of microfile. Your franchised Omega dealer will be glad to tell you more about the amazing system that keeps your Omega ever young, ever new. For full details, send for booklet "How to Buy the Right Enlarger."

focus it once–then forget it–AUTOMEGA D-3 for negatives to 4" x 5"–$244.50–prices start from $109.50

for further information, write to SIMMON BROTHERS, INC., Ω 30-28 Starr Avenue, Long Island City 1, N. Y.

for SHARPER NEGATIVES, the new and superior SIMMON OMEGA 120 CAMERA

$1

ACTION

Triggermatic action — almost like taking movies!

CAMERA

Ricoh 35 . . . the budget-priced 35mm with luxury features!

The picture you want . . . **you get**—because you can take picture after picture with just a split-second in between! The single-stroke trigger advances your film, cocks the shutter—an advantage found only in the most expensive 35mm cameras. The sudden beauty of a baby's smile, the miracle catch of a star infielder—made easier with Ricoh!

$47.50 RICOH 35 CAMERA

RICOH 35 PROFESSIONAL OUTFIT
Includes: Ricoh 35 camera, BC-505 Flash Gun, Plush-lined Leather Case
$59.95

FEATURES: Single-stroke trigger • Color-corrected, hard-coated f:3.5 lens • Big image single window viewfinder-rangefinder • FX synchronized shutter with speeds to 1/200th sec. and B • Body shutter release • Double exposure prevention • Die-cast aluminum body

RICOH "35"

Triggermatic Action Makes the Difference!

The **DUAL** camera that shoots 2¼x2¼ and 35mm pictures!

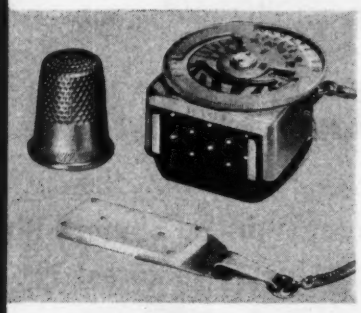
Two for the price of one! A superb reflex camera that converts in seconds from 120 rollfilm to standard 35mm films! PLUS . . . 80mm coated, color-corrected f:3.5 matching lenses, speeds to 1/200th and B, built-in flash, eye-level action finder and many other top features!

As little as **$29.95**
with "AUTO-STOP" $33.95
35mm "COLOR BACK" $9.95
Leather Camera CASE $5.95

SUPER **RICOHFLEX**

At leading dealers or write:
RIKEN OPTICAL INDUSTRIES, LTD., 521 Fifth Avenue, New York 17, N.Y.

LEICA-METER 3



EXTRAORDINARY PRECISION AT YOUR FINGERTIPS

The new LEICA-METER 3 has everything you need in an exposure meter—yet it's no bigger than your watch! It attaches to your camera or can be used from your hand. Despite its light weight and compact design, the LEICA-METER 3 is one of the finest light-measuring instruments made. It has full calibrations for all photographic requirements and attachments to extend its versatility.

SPECIFICATIONS:

- ASA scale: 10 to 1,000
- LVS scale: 1 to 18
- Shutter-speed scale: 1/1,000 sec. to 120 secs.
- Aperture scale: f/1.4 to f/22
- Movie mark: 16 f.p.s.
- Booster cell: increase of sensitivity 10x
- Lux (meter candles) range: 24 to 98,000
- Measures incident or reflected light
- Rugged construction
- Direct-reading scale
- Zero-adjustment
- Fits accessory shoe of most cameras
- Supplied with retainer plate on chain, incident light adapter, adjustment screw driver and leather case.

Booster cell available as accessory.
Without booster cell $18.00
With booster cell $24.00

E. LEITZ, INC.
468 FOURTH AVENUE, NEW YORK 16, N. Y.
19657

modern PHOTOGRAPHY

JUNE 1957, VOL. 21, NO. 6

ARTICLES

45 IPEX! REPORT ON LATEST EQUIPMENT FROM WASHINGTON ....by the Editors

52 WHAT MAKES A FORCEFUL PICTURE? PRIZE WINNERS IN NEWS PICTURES OF THE YEAR COMPETITION

56 HOW & WHY 3 PHOTOS BECAME 1: CREATIVE ENLARGING PART 3 ....by Harold Feinstein

64 IDEAL SUPER SLIDE SIZE: 127 ....by Myron A. Matzkin

66 BRETT WESTON'S ASSIGNMENT: SHOOT WITH THE POLAROID CAMERA! ....by Dody Warren

68 FASTEST COLOR FILM EVER! NEW SUPER ANSCOCHROME HAS EXPOSURE INDEX OF 100 ....by John Wolbarst

74 178 PICTURE MARKETS: HOW TO PREPARE MATERIAL FOR THEM ....by Marjorie Thompson

78 NOW! 3 VARIABLE CONTRAST PAPERS

MOVIES

86 9 WAYS TO ADD SNAP TO YOUR 8MM MOVIES ....by Ernst Wildi

DEPARTMENTS

14 COFFEE BREAK WITH THE EDITORS

18 NEW PHOTO BOOKS

21 LAST WORD: LETTERS FROM OUR READERS

26 PICTURES IN A MINUTE: HOW TO GET COPIES OF YOUR POLAROID PRINTS ....by John Wolbarst

32 MODERN COLOR: SAVE THOSE "IMPOSSIBLE" COLOR SLIDES ....by Robert Crandall

35 WAYS AND MEANS: NEW FAST FILM HAS EXPOSURE INDEX OF 2000 TO 4000 ....by Arthur Rothstein

38 WHAT'S AHEAD? WILL POLAROID COLOR INVOLVE A NEW PROCESS? ....by Lloyd E. Varden

43 SALON CALENDAR

82 DISCOVERY NO. 24: AARON EHRLICH ....by Dorothy Jackson

84 I TRIED IT MYSELF: PRIZE WINNING PICTURES FROM MODERN'S MONTHLY CONTEST

118 YOUNG PHOTOGRAPHER: SOME SUGGESTIONS FOR SHOOTING BASEBALL PICTURES ....by Harry A. Goldstein

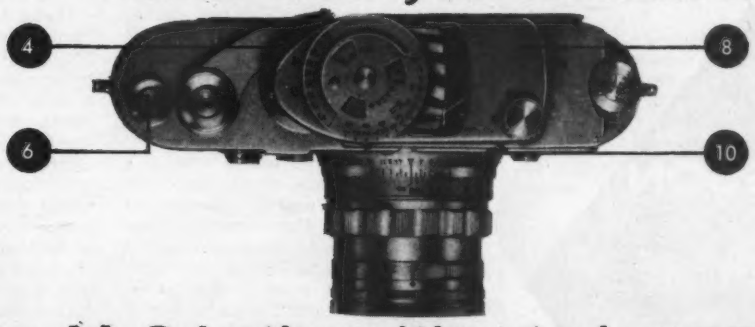
126 CAMERA CLUBS: PROGRAM IDEAS FROM CLUBS AROUND THE COUNTRY ....by Mabel Scacheri

EVERETT GELLERT, *Publisher* AUGUSTUS WOLFMAN, *Editor-in-Chief*
MARTIN E. SIEGEL, *Business Manager*
JACQUELYN BALISH, *Editor*
JOHN WOLBARST, *Man. Ed.* HERBERT KEPPLER, *Assoc. Man. Ed.*
MYRON A. MATZKIN, *Assoc. Ed.* DOROTHY JACKSON, *Assoc. Ed.*
MARJORIE THOMPSON, *Asst. Ed.* PATRICIA CAULFIELD, *Edtl. Asst.*
JOSEPH LUSZCZ, *Art Asst.*
ERNEST G. SCARFONE, *Art Director*
ROBERT DORIN, *Dir. of Advtg.* MILTON GORBULEW, *Circ. Mgr.*
MILTON ASTROFF, *Advtg. Mgr.* FAY TRAVERS, *Production Dir.*

COPYRIGHT © 1957, PHOTOGRAPHY PUBLISHING CORP., 33 WEST 60 ST., NEW YORK 23, N. Y. PHONE: PLAZA 7-3700. CHICAGO OFFICE: 333 N. MICHIGAN BLVD., CHICAGO, ILL. PHONE: ANDOVER 3-7132, 7133. CALIFORNIA OFFICE: 5720 WILSHIRE BLVD., LOS ANGELES 36, CALIF. PHONE: WEBSTER 8-3881. YEARLY SUBSCRIPTION, $4.00 IN U.S.A. AND POSSESSIONS, $4.50 IN CANADA, $6.00 IN PAN-AMERICAN UNION AND PHILIPPINES. ELSEWHERE, $8.00. SINGLE COPIES, 35c, CANADA, 40c, ELSEWHERE, 75c. EDITORIAL CONTRIBUTIONS MUST BE ACCOMPANIED BY RETURN POSTAGE AND WILL BE HANDLED WITH REASONABLE CARE; HOWEVER, THE PUBLISHER ASSUMES NO RESPONSIBILITY FOR RETURN OF UNSOLICITED PHOTOGRAPHS OR MANUSCRIPTS.

Member Audit Bureau of Circulations

no matter how you look at it



the M-3 is the ultimate in "35"

there's nothing like a LEICA

1. *Combined viewfinder-rangefinder* of life-size image offers the benefits of both split-image and coincident-image focusing.

2. *Bright-line frames* in viewfinder are automatically brought into position by the interchangeable 50mm, 90mm, 135mm lenses; frame selector offers preview of fields of view.

3. *Automatic parallax compensation* is continuous for all lenses, from infinity to closest distances.

4. *Two-stroke film advance,* fastest rapid-lever method, permits continuous picture-taking without moving camera from the shooting position.

5. *Viewfinder accuracy* is unaffected when viewing at oblique angles; extra-large eyepiece guarantees perfect sighting even when wearing glasses.

6. *Automatic film counter* resets itself for next roll of film when take-up spool is removed from camera.

7. *Shutter speeds on one dial* (click-stops: 1 to 1/1000 second, and B for time exposure).

8. *Removable exposure meter* couples with entire range of shutter speeds, has extremely wide range of light sensitivity.

9. *Internal contact adjustment* assures full flash synchronization for many types of flashbulbs, and electronic flash at 1/25 and 1/50.

10. *Bayonet lens mount* combines quick-change convenience with the precision formerly associated only with the screw-thread types.

11. *Hinged back plate* for easy loading and inspection; constructed so that the rigidity of the classic LEICA housing is maintained.

12. *Locking film speed indicator.*

Write for a copy of the illustrated brochure on the M-3:

Leica

E. LEITZ, INC., 468 FOURTH AVENUE, NEW YORK 16, N.Y.
Distributors of the world-famous products of Ernst Leitz G. m. b. H., Wetzlar, Germany—Ernst Leitz Canada Ltd.
LENSES • CAMERAS • MICROSCOPES • BINOCULARS

19487

SCHACHT ULM-DONAU

Spitzenleistung

For you who seek the peak of perfection in photographic optics, SCHACHT lenses are produced with the infinite precision which only tradition-rearedoptical craftsmen achieve.

SCHACHT's great lenses incorporate the newest concepts in advanced design . . . superior precision mechanics . . . outstanding quality control.

NEW!
THE WIDE ANGLE LENS with FULLY AUTOMATIC DIAPHRAGM

TRAVEGON

f3.5/35mm

for Exakta, Praktica, Pentacon
LIST $99.50

Superior 6-element system with 65° angle of view, exceptional sharpness, perfect flatness of field, highly color corrected. Automatic diaphragm permits focusing at full aperture.

THE ORIGINAL TRUE TELEPHOTO LENS WITH PRE-SELECTOR SPRING DIAPHRAGM

• Sharp definition
Eliminates color and reflection errors

TRAVENAR

f/3.5 — 135mm

for Exakta, Praktica, LIST $89.95
for Leica $86.95

f4.5/135mm
TELEPHOTO LENS
CLICK-STOP DIAPHRAGM

TRAVENON

for Exakta, Praktica, LIST $49.95
for Leica, $59.95

SCHACHT ULM-DONAU

At better stores or write to

AGOF-SCHACHT LENS CORP.
160 FIFTH AVE. • NEW YORK 10, N. Y.

Coffee Break
WITH THE EDITORS

THIS MONTH'S COVER • • •

Patsy Long, the pretty miss on this month's cover, is just about brand new to the modeling business. The fact that she's in it at all is almost a matter of fortunate accident. Patsy started out to be a ballet dancer and danced with the Celtic Ballet in Scotland and the Sadler's Wells troupe when it appeared in New York. She did a short modeling stint last spring, when a national magazine wanted someone who had never appeared before a camera professionally. Patsy went blithely off to summer stock once the assignment was completed. Returning to New York she suddenly found she had a career in modeling. She's now with the Ford Model Agency. The cover was shot by Leonard Balish from a design by MODERN's Art Director, Ernest Scarfone. Balish used a Deardorff view camera with a 4 x 5 back and an Ektar 12-in. lens. The daylight Kodachrome was exposed at between f/11 and f/16 with bounce electronic flash. A CC-5Y filter was used.

ON VIEW AT IPEX • • •

One of the major attractions at the International Photographic Exposition at Washington, D. C. was the variety of fine photographic displays. The exhibit hung by the Photographers' Association of America attracted great interest. It boasted photographs taken all over the world by a great many photographers virtually unknown in this country. The pictures were among

A. B. WILSE

The Last Journey

the ten best in contests sponsored by Czechoslovakia, Egypt, West Germany, Hong Kong and China, Israel, Norway, Rumania, Russia, Sweden, Switzerland, and Yugoslavia. We liked many of them, but space permits reproducing only one—by A. B. Wilse of Norway. Incidentally, it is believed that the pictures that came from behind the Iron Curtain were the first to be shown in the U. S. since World War II.

CAMERAS, CAMERAS, CAMERAS • •

Going to the 11th annual National Photographic Show, sponsored by the Photographic Manufacturers and Distributors Association, Inc., was just a hop, skip, and jump across the street—from MODERN's editorial offices to New York's gleaming and somewhat impressive Coliseum. Once inside we were confronted with an array of exhibits that ranged from the tiniest gadget to huge enlargers that seemed to loom over visitors like some kind of monster. While this year's show had fewer exhibitors than last year's edition, and ran only from February 18 to 22, there was plenty to attract the interest of even the most jaundiced amateur eye.

MODERN's *Discoveries* on view

Attendants at the various booths where products were on display were besieged by amateurs asking about technique and equipment.

We came to one more conclusion. Photographers like the feel and sight of something new. An amateur would ask to see a camera or lens, hold it in his hand, sight through it, and get that faraway look that meant only one thing—a quick inventory of the financial situation and the tactics required to get said equipment past the eye of a disapproving spouse.

And there was plenty to shoot at this show. A crowd meant one thing—a bunch of cameramen surrounding some pretty young thing in a fetching costume.

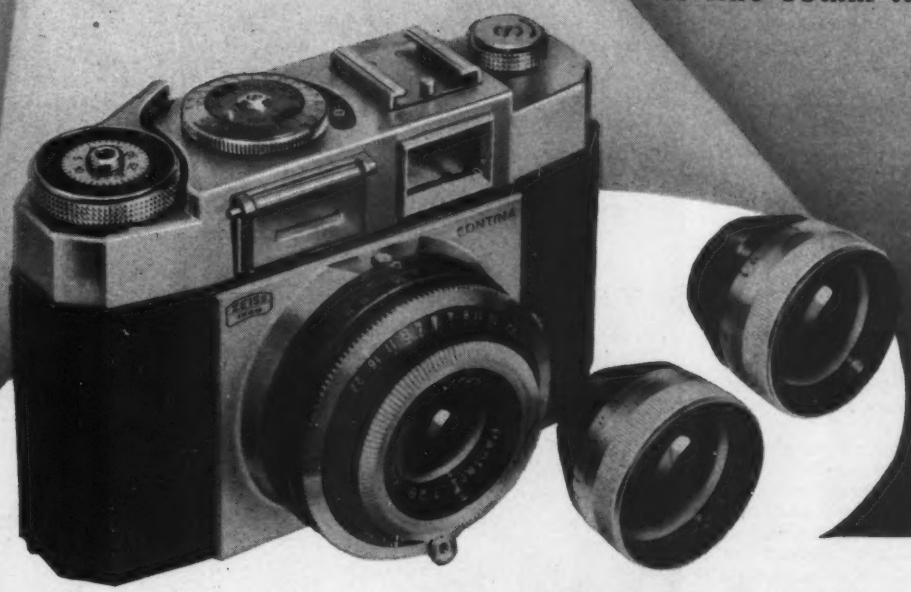
Attracting as much attention, and sometimes more than the lovely models, was a lad named Zipp, a chimp of television fame. Zipp cavorted around his little platform, swung from the

(Continued on page 16)

From Zeiss Ikon in West Germany

a NEW STAR

joins the Contina family of fine 35mm cameras



CONTINA III

with CHANGEABLE LENSES

THREE fine Continas to choose from—models I, II and the new model III. 35mm gems—and so attractively priced!

The new Contina model III, with fast Pantar f/2.8 45mm lens and with built-in exposure meter, offers all the advanced features of the I and II. In addition it permits the use of bayonet-mounted component lenses which can be attached in place of the front element of the camera lens. The changeable component lenses are the wide-angle Pantar f/4 30mm and the telephoto Pantar f/4 75mm. Supplementary close-up lenses and the Steritar D attachment for three-dimensional pictures can also be used. An extremely versatile camera!

All Contina models embody the latest features to simplify and speed operation. And their 45mm lenses are of highest optical efficiency with great depth of field. RAPID WINDER, lever operated, cocks the shutter, winds film and advances picture counter. You can make shot after shot in rapid succession without removing camera from your eye. Photoelectric exposure meter in models II and III is of the direct-reading alignment type. Fully synchronized Prontor SVS shutter, with self-timer, has speeds to 1/300.

At leading dealers. Write for Contina literature.

CARL ZEISS, INC., 485 FIFTH AVENUE, NEW YORK 17

NOW THREE MODELS

CONTINA I with Novar f/3.5 lens, $49.

CONTINA II with built-in exposure meter and Novar f/3.5 lens, $75.
With Novicar f/2.8 lens, $86.

NEW CONTINA III with built-in exposure meter and Pantar f/2.8 lens, $99.

Cases extra.

ZEISS IKON

SYMBOL OF EXCELLENCE

COFFEE BREAK

(Continued from page 14)

rafters, and generally brought the house down for the photographers.

One exhibit in which MODERN'S editors took special pride dealt with the *Discoveries* unveiled each month on these pages. Several other photo exhibits were presented by various groups, including New York's Police Athletic League.

WHITHER COLOR PHOTOGRAPHY? • •

We recently joined a crowd in the auditorium of the Museum of Modern Art, in New York, to hear a talk on experimental color photography by Edward Steichen, the Museum's Director of Photography.

Right off, Mr. Steichen set the range of his discussion and of the kind of pictures he would show:

No tricky stuff, no pictures dependent on gadgetry or gimmicks for their success, no lucky single shots. This was to be a show solely of the experimentalism of the mind and eye, not of the picture-taking mechanism and materials.

We saw about 200 slides, by more than a dozen photographers, and after some more remarks by Mr. Steichen, the audience left—the majority appeared to be in a state of pleasurable shock.

Not so this viewer, if we may be permitted a minority opinion. First, what about Mr. Steichen's strictures against experimental color which depends for its execution upon technical manipulations—call them tricks if you will? By manipulations we mean such things as multiple exposures, or the superimposition of two or more slides in one binder; the use of colored filters, textured glass, or other objects before the lens; distortions of color by light or chemical means; the destruction of detail by over-enlargement; the creation of non-objective color patterns by deliberate non-focus, or the use of no lens; and many other techniques.

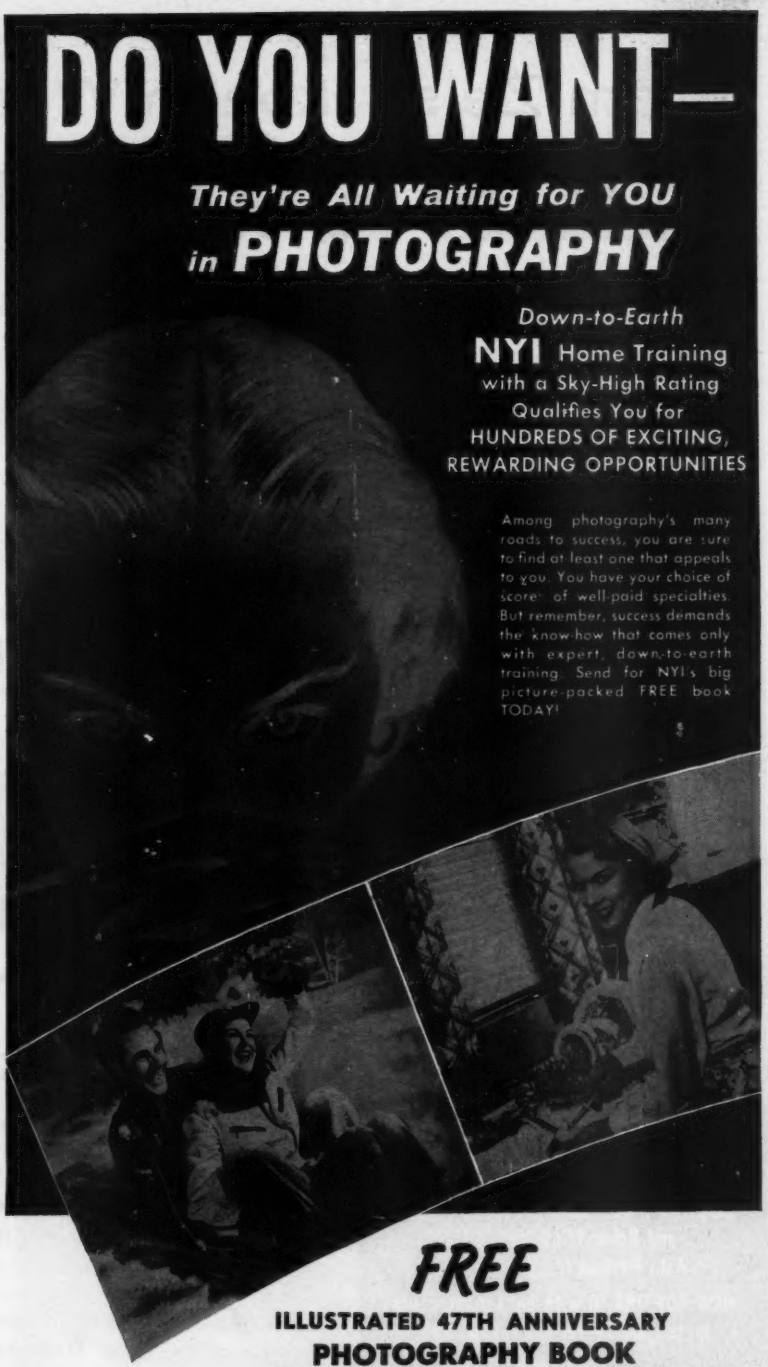
Granted that in and of themselves these "tricks" are only tricks, and show nothing creative. But what if a photographer has a mental image of something which cannot be set on film without the aid of some gadget or odd techniques? Who sets the rules that permit you to fracture "normal" perspective by imaginative use of lenses, yet censure the use of other equally photographic means to create new and exciting effects?

Certainly, Mr. Steichen must be aware that the history of the arts is bursting with stories of people who had to invent or take advantage of new paints, new ways of applying them, new surfaces on which to put them, new sculptural media, in order to express themselves fully. These were "tricks" in their time and some of them may be no more today. We are at liberty not to like them, but

(Continued on page 114)

DO YOU WANT—

They're All Waiting for YOU in **PHOTOGRAPHY**



Down-to-Earth
NYI Home Training
with a Sky-High Rating
Qualifies You for
HUNDREDS OF EXCITING,
REWARDING OPPORTUNITIES

Among photography's many roads to success, you are sure to find at least one that appeals to you. You have your choice of scores of well-paid specialties. But remember, success demands the know-how that comes only with expert, down-to-earth training. Send for NYI's big picture-packed FREE book TODAY!

FREE

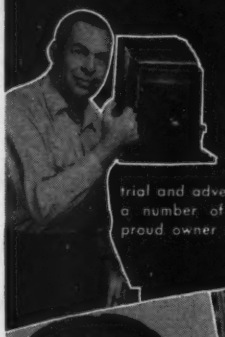
ILLUSTRATED 47TH ANNIVERSARY
PHOTOGRAPHY BOOK
. . . Shows You Dozens of Ways to Make Money with Your Camera and NYI Training!

Here in the exciting, photo-filled pages of NYI's big FREE book, read about the many ways you can make money in photography! Get all the facts about today's unprecedented opportunities in one of the world's most fascinating, fast-growing fields! Discover how NYI's individualized coaching by experts, every step of the way, assures your success! Take that first big step to a brighter future. Write for your copy of our FREE book. DO IT NOW!

Tomorrow's Future Depends on What you Do TODAY!

MORE PAY? A SECURE FUTURE? INDEPENDENCE?

"NYI Opened a Whole New World of Opportunity for Me — IT CAN FOR YOU, TOO"



Says Nat Roger Knaster Now Head of His Own Successful Studio*

Nat Roger Knaster's successful career is packed with enough adventure for three lifetimes. He's made more money than he ever dreamed possible. Now, after being news photographer, motion picture cameraman, color technician, industrial and advertising photographer, and "top man" with a number of leading photographic studios, he's the proud owner of a highly profitable studio.

In his own words:

"After 20 years, I am just as enthusiastic about photography as when I began.

"NYI training was the first step. I chose NYI because it was the only school that offered what I needed — excellent fundamental instruction. My training enabled me to earn enough while I learned, to pay my tuition.

"After a long career in almost every phase of photography, I served a hitch in the Signal Corps as photographic correspondent in the Psychological Warfare Division.

"Upon my discharge, I opened my own studio, the Knaster-Iceland Studio. My partner and I specialize in Commercial, Industrial and Advertising photography, working with some of the country's leading advertising agencies and manufacturers. From my own happy experience, I highly recommend NYI training. I look forward to the future with confidence. Each day is exciting, rewarding in this opportunity-filled field of photography!"

*October, 1955

WILL YOU BE READY FOR YOUR BIG-MONEY OPPORTUNITY IN PHOTOGRAPHY?

Qualify Quickly with NYI TRAINING. Put Yourself in the Hands of Experienced Instructors — Who Teach What they Practice

Whether you want to specialize in News, Commercial, Advertising, or Portrait photography, own your own studio, win a well-paid photographic job . . . the quickest, easiest way to realize your ambition is through NYI's PROFESSIONAL training. Make your present abilities pay off . . . develop and train your talent through NYI's world-famous, *Learn-by-Doing* methods. Do it right in your own home . . . without losing a moment from your present job. What's more, you can make your training pay right from the start! We show you how. Hundreds of our students earn enough in their spare time to help pay for tuition or buy new equipment. SO CAN YOU!

Send For FREE BOOK Now!

NEW YORK INSTITUTE OF PHOTOGRAPHY 47th YEAR

Dept. 117, 10 West 33 Street, New York 1, N.Y.

The Only Photographic School Accredited by the National Home Study Council

VETERANS!
Both Resident and Home Study Courses
APPROVED FOR ALL VETERAN TRAINING

America's OLDEST and LARGEST PHOTOGRAPHY School
Leadership since 1910

RESIDENT TRAINING COURSES — Visit, write or phone our Resident School if you prefer On-the-Spot training. Your choice of four regular courses or special short-term courses, tailored to your individual requirements. Complete facilities include 14 studios, 18 streamlined labs, glamorous models, all types of cameras, and the finest up-to-date Speedlight and Color equipment. Day and night sessions. Co-ed Deferred payment plan. Free Placement Service.

NEW YORK INSTITUTE OF PHOTOGRAPHY
Dept. 117, 10 West 33 Street, New York 1, N. Y.
Please send me complete information regarding
☐ Correspondence Course ☐ Resident Training

Name_____
Address_____
City_____ Zone_____ State_____

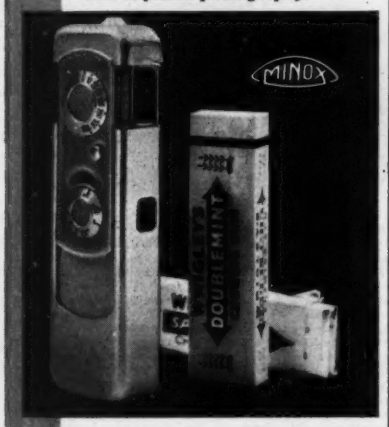
☐ Check if eligible under G. I. Bill

Why you should own a minox *camera . . .*

For many years, you've read or heard about the fabulous ultra-miniature 2½ oz. Minox. You've wondered whether it would take fine pictures and why it costs $139.50.

Maybe we can answer these questions: The Minox camera contains more than 200 parts, precision engineered with optical tolerances finer than 1/50,000 of an inch. Its 8 x 11mm negative size is small only in comparison with a 35mm negative . . . it is actually 16% larger than a 16mm, and more than 5 times as large as an 8mm movie frame! Standard Minox prints are usually about 3 x 4 inches . . . the equivalent of enlarging your 35mm negatives to a whopping 11 x 14 inches. You will agree that the sharp 4-element f/3.5 Minox lens must be remarkable.

Minox is the ONLY camera you will ALWAYS take with you. Weighing only 2½ ounces, it is slightly larger than a pack of gum. You'll load it in 10 seconds with cassettes that hold up to 50 exposures for rapid fire candids, fast-action (up to 1/1000 sec.!) shots, and sequence photography.



King of conversation pieces, the Minox has built-in filters, an amazingly brilliant large finder, automatic parallax correction. It focuses down to 8 inches. Its depth of field is extraordinary. What other camera can give you such versatility, such inconspicuousness, such portability?

Perhaps it's fun to tote a gadget-bag, change lenses and filters, set up tripods, etc., but what photographer wouldn't have given his eyeteeth to have a Minox ready in his pocket the day he MISSED that once-in-a-lifetime shot?

Ask your dealer to demonstrate the Minox to you.

minox III-S with case and chrome chain 139.50

Write for literature F

KLING PHOTO CORP.,
257 Fourth Ave., New York 10

New Photo Books

ARTIFICIAL LIGHT PHOTOGRAPHY, by Ansel Adams. 116 pages, hard cover, many photos, drawings and tables. Morgan & Morgan, Inc., N. Y. $3.75

With this, the fifth in the Basic Photo series, the amazing Mr. Adams has moved his camera, tripod, and Zone System of exposure control indoors. Here he has undertaken the task of reducing to impotence the vagaries of illumination by means of photofloods, flash lamps (he has finally got over calling them flash globes), electronic flash, and other light sources. Need we add that in the face of his technical virtuosity all such problems quail, lie down, and surrender unconditionally.

Some idea of the book may be had from these chapter headings:

Description of Terms (some of these you'll not find elsewhere); Qualities of Artificial Light (including a very brief recap of the Zone System); An Approach to Lighting; Evaluation of Equipment; Applications of Artificial Light (this is the real how-to-do part); Portraiture (not the strongest section of the book); Copying Technique With Artificial Light (everything from Rembrandts to bills of sale, and this alone is worth the price of admission).

This is no book for snapshooters of the available darkness school. However, any photographer who wants to study, try, and practice some of these techniques will find Mr. Adams a fine helper. He has codified in one spot an entire system for grappling successfully with the stubborn laws of artificial light. It's not easy reading; it's our opinion that better editing and organization could improve this work. But this a good book and one which should be in the library of every serious photographer.—J. W.

WILDLIFE CAMERAMAN, by Jim Kjelgaard, 218 pages. Holiday House, N. Y. Price $2.75

As a rule, we expect to find photographic instruction in straightforward manual and booklet packages. But once in a long while we find it in a work of fiction, which instructs as well as entertains.

Such a one is *Wildlife Cameraman*, directed especially to the teen-age

(Continued on page 20)

Your Guarantee of
Dark Room Success

CLAYTON P-60
One complete concentrated developer for all film processing needs. It offers ultra fine grain development of all films, including the new high speed films and is recommended for:
Development of negatives exposed by electronic flash; development of new, thin emulsion films; and offers speeds of 3,000 ASA with high speed films.
Requires no separate replenisher

CLAYTON P-20
A super concentrated developer (1 qt. makes 5 gallons working solution) for full tone prints. Gives prints deep rich blacks and crisp whites. When used for film, produces negatives of medium fine grain and good contrast.
No separate replenisher required when used as film developer

CLAYTON CF-9
Clayton CF-9 Speed Fixer and Hardener in one solution—excellent hardening and tremendous capacity from one bottle with no separate measuring of hardener. Highly concentrated.

SHORT STOP
Acid short stop bath. Stops development quickly between developer and fixer, and indicates exhaustion by color change. Extremely concentrated. 8 ounces makes one gallon.

*Reg. by Ilford, Ltd.; England

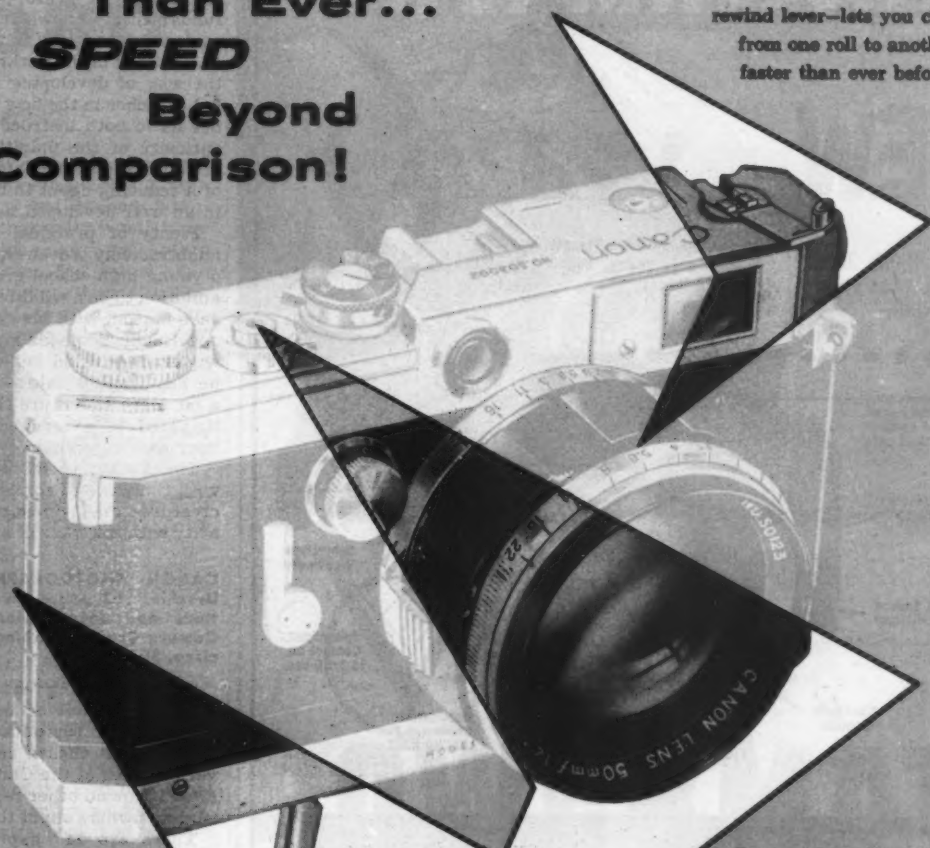
Clayton

CLAYTON CHEMICAL CO.
5420 N. DAMEN AVE., CHICAGO 25, ILL.
West Coast Plant in Los Angeles, Calif.

NOW - - More Than Ever... *SPEED* Beyond Comparison!

Fastest rewinding!

Exclusive flip-up easy-grip rewind lever—lets you change from one roll to another faster than ever before!



Fastest operating Single-Stroke Trigger!

Advances film, cocks shutter, counts exposure *in one operation!* Leaves other hand free to fire away.

Fastest lens line-up!

With 50mm f:1.2 lens, $458.
With 35mm f:1.8 lens, $368.
With 50mm f:1.8 lens, $333.
With 50mm f:2.8 lens, **$277.**

Canon's System of Photography was evolved to meet *every* challenge of 35mm photography. With the Canon V, advanced amateurs and professionals were presented with the finest 35mm of them all. Now, with the introduction of the Canon V-t Deluxe . . . Canon offers the finest . . . and the *fastest* 35mm possible!

The New **Canon V-T** DELUXE

Write for free booklet:

CANON Camera Company, Inc. U.S. Factory Branch: 550 Fifth Ave., N. Y. 36, N. Y.

In Canada: Taylor & Pearson Ltd., Vancouver, B. C.

Leave it to the SWISS

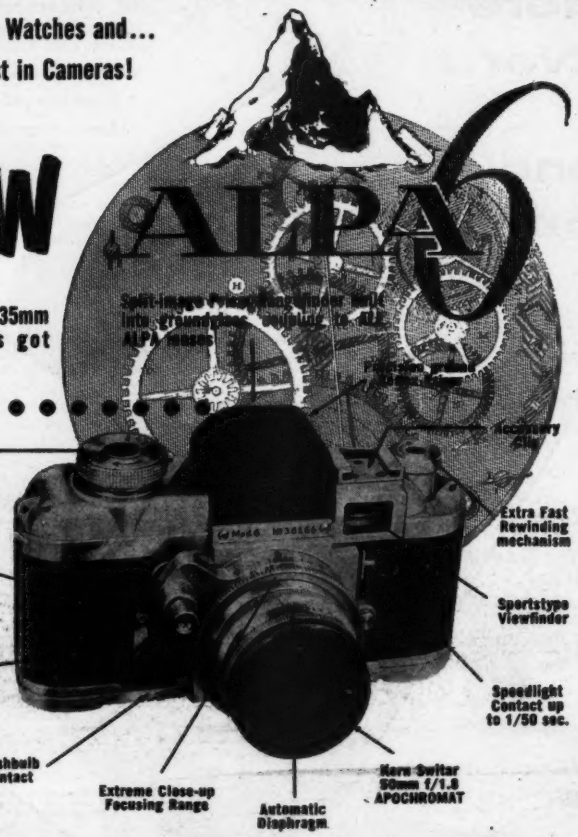
The Finest in Watches and...

the Finest in Cameras!

the

NEW

The ALL-IN-ONE 35mm Camera that's got EVERYTHING:



OUT OF FOCUS: Split-image of Prism Rangefinder shows tree in disalignment, prior to focusing. The groundglass image is not sharp either. Transparent ring (clear zone) around prism allows both instant viewing of main subject and microscopic photography at high magnifications.

IN CRITICAL FOCUS: Focusing with the lens brings the tree into perfect alignment. Groundglass image is now critically sharp—and shows accurate frame and exact depth of field as well.

The ALPA 6 solves the eternal dilemma for you: Reflex or Rangefinder Camera? You purchase **ONE ALPA 6** and get **TWO CAMERAS:** In addition to the parallax free single-lens Reflex system, you have the convenience of a split-image Prism Rangefinder built right into the groundglass. You may now focus with your Reflex image **AND automatically pinpoint** your focus with your Rangefinder at the same time . . . **with no error possible—no time wasted—and no parallax ever!**

ALPA 6 w/ ALPA-ALORAR 50mm f/3.5 ..... **$319.00**
ALPA 6 w/ ALPA MAKRO-KILAR E 40mm f/3.5 (focuses down to 4") **$369.00**
ALPA 6 w/ ALPA-ALFINON 50mm f/2.8 (preset diaphragm) **$359.00**
ALPA 6 w/ ALPA XENON 50mm f/1.9 (preset diaphragm) **$379.00**
ALPA 6 w/ KERN SWITAR 50mm f/1.8 **APOCHROMAT** (automatic diaphragm) **$469.00**

NEW ALPA LENSES:
ALPA MAKRO-KILAR 90mm f/2.8 (preset diaphragm focuses down to 8") **$166.45**
ALPA KINOPTIK 100mm f/2 **APOCHROMAT** (preset diaphragm) **$299.00**
ALPA TELE-XENAR 135mm f/3.5 (automatic diaphragm) **$159.00**
ALPA TELE-XENAR 360mm f/3.5 (preset diaphragm) **$229.00**

Other Models:
ALPA 4—Straight Reflex, ALPA 5—Prism Reflex,
ALPA 7—Prism Reflex plus separate rangefinder.

ALPA—A Swiss masterpiece of ultra-modern design, utmost versatility and ultimate watch precision.

Karl HEITZ Inc.
HIGH PRECISION PHOTO EQUIPMENT
Binoculars • Microscopes • Instruments
480 LEXINGTON, NEW YORK 17, Eldorado 5-5691

See your franchised ALPA dealer today or write for free illustrated brochure MA-6.

NEW PHOTO BOOKS

(Continued from page 18)

reader. This is no primer which takes the snapshooter by the hand and leads him through his picture-taking A-B-C's. Rather it presupposes a certain fundamental knowledge of camera equipment and how it works.

A session in the darkroom by-passes the why of developing and enlarging, but sketches in the how in such a manner as to both instruct and pique the curiosity of the uninitiated. Included are such special techniques as the use of a reducing agent to bring out detail in an over-developed negative.

Plenty of practical information is unobtrusively woven into the story of a young high school graduate with an ambition to be a wildlife photographer. Jase Mason, with his cameras and his dog Buckles, spends a summer in the wilderness to find out whether or not he has what it takes—and runs into a bit more adventure than he had anticipated in a renegade, man-killing bear and a gun-happy poacher.

The author is thoroughly familiar with the ways of forest and mountain creatures, and evinces an equal familiarity with the ways of a camera.—M. T.

CANON PHOTOGRAPHY, by Jacob Deschin. 192 pages, over 220 illustrations and data tables. Hard cover. Camera Craft Publishing Co., San Francisco. $5.95

The outstanding feature of this book is the collection of beautiful photographs, well reproduced, which Mr. Deschin has chosen to illustrate the various uses of the Canon 35mm cameras. If for no other reason, all Canon camera owners ought to have the book.

There are 14 chapters. Some are quite comprehensive "catalogs" of the Canon line of cameras, lenses, and specialized photographic instruments. Others cover the operation and handling of the cameras.

In general the text is up to Mr. Deschin's usual high standards of clarity, style, and enthusiasm. However, in some of the technical sections we got a distinct impression that the author was writing about equipment of which he did not have first-hand knowledge.—J. W.

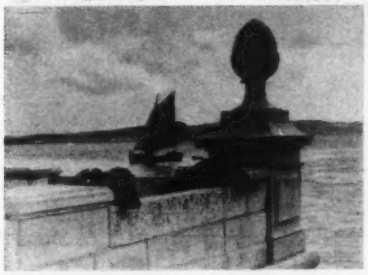
These and other books are available through MODERN PHOTOGRAPHY Book Store; see advertisement on page 121.

the LAST WORD

The Simple Approach

Sirs:

My one guiding principle in photography has always been simplicity, both in subject matter and method. Naturally, every photographer wants to be lucky and creative enough to capture the unusual on film. But rather than become involved among technicalities, I still prefer the photo for its own sake,



for the glimpse it gives of a particular moment or feeling of human insight or natural beauty. This philosophy has been strengthened and encouraged by the work I have studied in your magazine over many years, and I expect to continue getting valuable advice from your editorial staff in future issues.

In this picture of the Port of Lisbon, the beauty of the harbor, suggested by the small pleasure boat and granite balustrade, seemed to me to be intensified by the hopeless attitudes of these unemployed dock laborers. I used a Ciro-flex camera with Plus-X film, and an exposure of 1/50 sec., f/5.6.

Cleveland, O. Mrs. Jeanne Lippay

Buying Guide, Continued

Sirs:

I don't know if you realize it but your present policy is alienating, or at least putting to sleep, more customers than you are getting.

A few months back you came out with an issue that was almost totally filled with new cameras (Dec. 1956), and I swore I'd never buy another MODERN PHOTOGRAPHY. If I want that stuff I can get catalogs and literature.

Now, what do you think the rank and file of advanced photographers really want to see? They want to know how to take pictures in daylight and artificial light. They want to know how to develop those pictures. They want to know how to print those pictures. And they want to get professional results from amateur efforts. They also know that it takes constant repetition for ideas to sink in.

(Continued on page 22)

ENJOY THE THRILL OF HI-FI COLOR

POWERMATICALLY

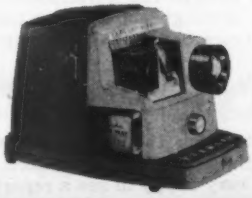
Viewlex

POWERMATIC

Built in automation, so automatic, that it runs itself! For completely automatic projection of 2 x 2 and Bantam Slides; 500-watt illumination and "king sized" optics assure astonishing brilliance with corner-to-corner slide coverage. Powermatic is loaded with *exclusive features!* Built-in room light control — turns room light off when projector is turned on. Control projector from across the room with remote control button.

Automatic Timer — set the timer to operate at any interval up to 60 seconds and your Powermatic runs automatically! Timer overide button selects new slides at will and the timer hold button permits prolonged viewing of any slide. Directional control operates projector forward, reverse, or repeat. Touch the sensitive Touch-Bar control, at any point and your slide changes automatically.

Precision cast-aluminum body with tuckaway storage compartment for power cord. Handsomely styled in two-tone brown and golden tan. Complete with sleek, slip-on aircraft luggage type case and 6 trays for $119.50. Remote control cord $4.95. Automatic timer $24.50. Extra trays $1.00 each. F/2.8 lens $9.00.



PROJECT-O-MATIC

300 watt, fan-cooled, automatic 2 x 2 slide projector — $79.50 including case and 6 slide trays. 500-watt model, $88.50.

Viewlex

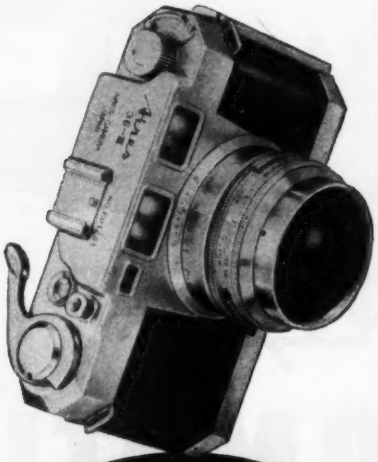
35-01 QUEENS BOULEVARD
LONG ISLAND CITY 1, N. Y.

VERSATILE NEW

f:1.9

35mm CAMERA

$99.50



Aires 35 III

Examine the fabulous AIRES deluxe unmatched features. It is amazing at $99.50. For example, the 45mm Coral f:1.9 6-element amber-coated lens has the speed to take pictures in average indoor light without flash. The double-exposure-proof fully synchronized MFX shutter, has speeds to 1/500 sec. And for close-ups, the single eyepiece coupled range-viewfinder allows sharp focusing *to 20 inches.*

Exciting new "FRAMING" TYPE SINGLE WINDOW RANGE-VIEW-FINDER permits selective composition, is ideal for shooting fast-moving subjects, allows photographers with eyeglasses to see the image accurately.

See your dealer or write Dept. MA-76

Kalimar Inc.

THE LAST WORD

(Continued from page 21)

What they don't want is a book full of new cameras when they have a couple of good ones themselves.

Now Mr. Editor, please get those nice boys of yours on the ball so I won't have to get irritated with you again.

Chicago, Ill. Francis C. Zuiker

• *Fortunately, most of* MODERN'S *readers didn't hold the same opinion about the December issue. Ed.*

Sirs:

It was with considerable interest that I read the 1957 Camera Buying Guide, especially the movie camera section. One of the best comparisons of various models in a group that I've ever seen.

Raleigh, N. C. Paul P. Ward

Sirs:

I have your December issue of MODERN PHOTOGRAPHY and I want to congratulate you on the 1957 Camera Buying Guide. Also Modern Color by Robert Crandall, Ways and Means by Arthur Rothstein, and Lloyd Varden's What's Ahead.

I am pleased to note the advance in photography since I first started—when I pressed the button and Eastman Kodak did the rest. May I say I am now 80 and still trying to keep up with all the new ideas.

Sayre, Pa. M. Louis Gore

The Harder They Fall

Sirs:

Re: "16 Ideas," March 1957 issue of MODERN. Page 64: "Daniell put the transparency in the enlarger, projected the image directly on a 'hard' (No. 1) paper."

All paper I have in No. 1 is soft, with higher numbers designating relatively "harder" paper. What goes?

La Puente, Calif. Ruth L. Snow

• *It's been suggested that a couple of editors go hang their heads in a corner somewhere. Copy should have read "... directly on a 'hard' (No. 4) paper."*

Praktical Comment

Sirs:

I am a subscriber to MODERN PHOTOGRAPHY, and I enjoy reading many of its articles. The one recently which described the Praktina (March, 1957) was informative, but it seemed to me that you were rather charitable in your assessment of the camera. Generally speaking I thought the workmanship acceptable, although not equal to the quality of Leica or Contax workmanship.

Orlando, Fla. Jack Lord

Sirs:

Your article on the Praktina FX camera in the March issue was excellent. I was very happy to see a report on this camera which seems to have many fine features.

Los Altos, Calif. Louis H. Smaus

ALL NEW for '57

BROCKWAY TRADE MARK

NORWOOD Director S EXPOSURE METER TRADE MARK

THE ORIGINAL AND ONLY TRUE INCIDENT LIGHT EXPOSURE METER

AT A NEW LOW PRICE complete with grid, disc, leather case, neck cord and three direct-reading slides **$29.50**

Here are some of the major advances in precision construction and adjustment found in the BROCKWAY'S, now made by Japan's leading exposure meter manufacturer, The SEKONIC Electric Co.

- New, ruggedized construction for a lifetime of trouble-free operation
- Longer, more legible light scale, over 100° in angular length
- Greater sensitivity than ever before
- Unbreakable, wide-angle vision Plexiglas meter face
- New, high-power permanent magnet
- Extremely high-torque meter movement
- High-speed, fully damped needle (absolutely no jitters)
- Top-grade waterproof photoelectric cells, selected to meet and surpass extremely rigid factory tolerances
- Each photosphere precision-formed and tested
- Each meter individually calibrated to highest photometric standards
- ASA indexes from .2 to 12,000
- Lens apertures from f/1.0 to f/45
- Direct-reading movie exposures
- Conventional, LVS and Polaroid readings
- American and European shutter calibrations

For further information write to the exclusive licensee:

BROCKWAY CAMERA CORPORATION

1114 First Avenue, New York 21, N. Y.

ELITAR–SOLIGOR Movie Lenses... the Finest Compliment Ever Paid to a Movie Camera!

Here, a low-cost lens has reached the pinnacle of technical perfection . . . fact attested to by rigid laboratory bench tests and actual Hollywood field tests that have acclaimed Elitar-Soligor among the finest lenses made . . . regardless of price!

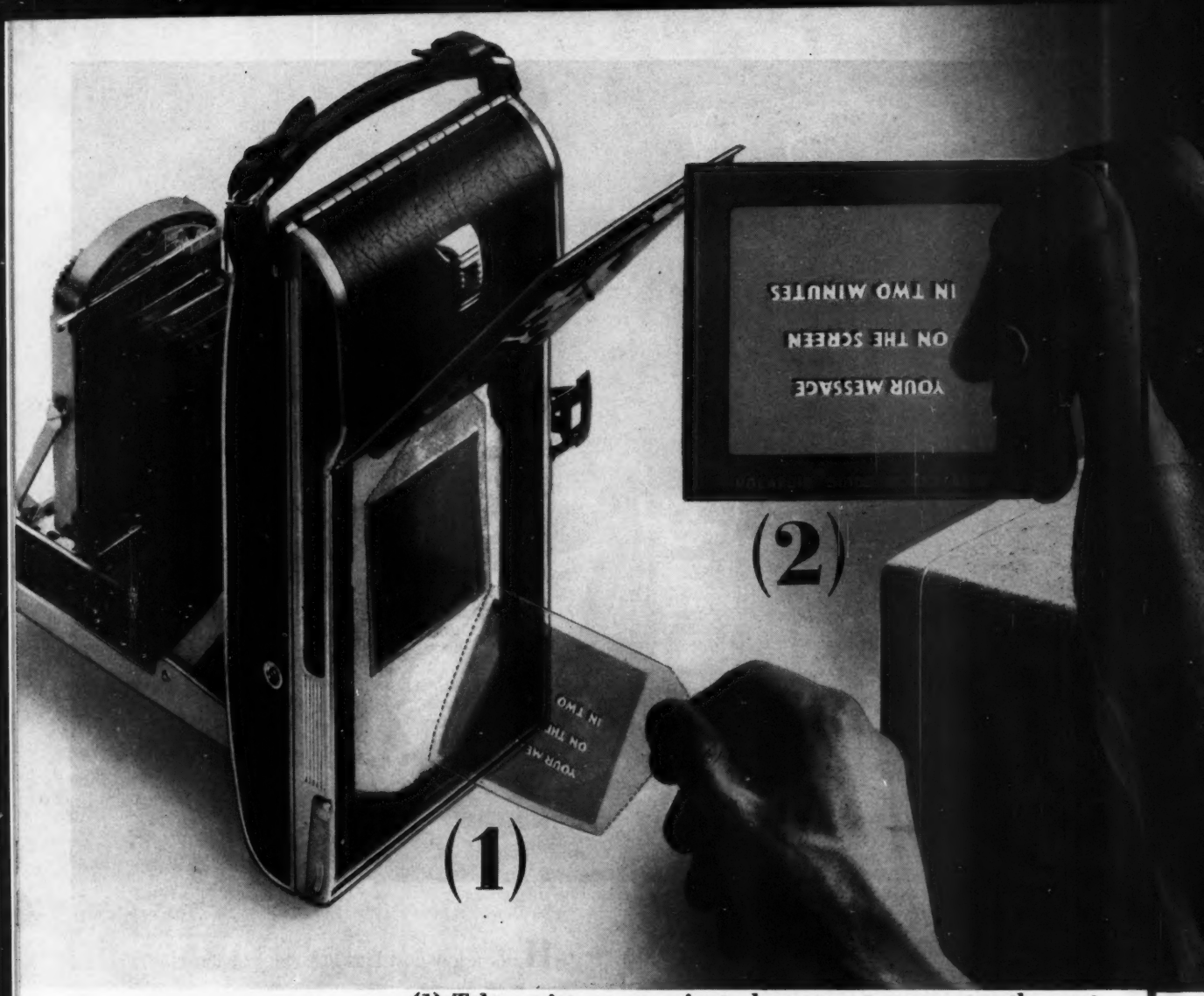
8mm or 16mm—Elitar-Soligor features the most complete line of Telephoto and Wide Angle Lenses available . . .
from **$12.95** *to* **$174.95**

Planning a gift for a movie fan? Ask your dealer to show you the Elitar-Soligor Matched Cine Sets . . . Telephoto and Wide Angle in a handsome jewel-gift box.

Elitar-Soligor

For complete information on the Quality lens line, write

ALLIED IMPEX CORPORATION, 17 West 17th Street, New York 11, New York • West Coast: 6918-20 Melrose Avenue, Hollywood, Calif.



(1) Take a picture one minute, have your transparency the next.

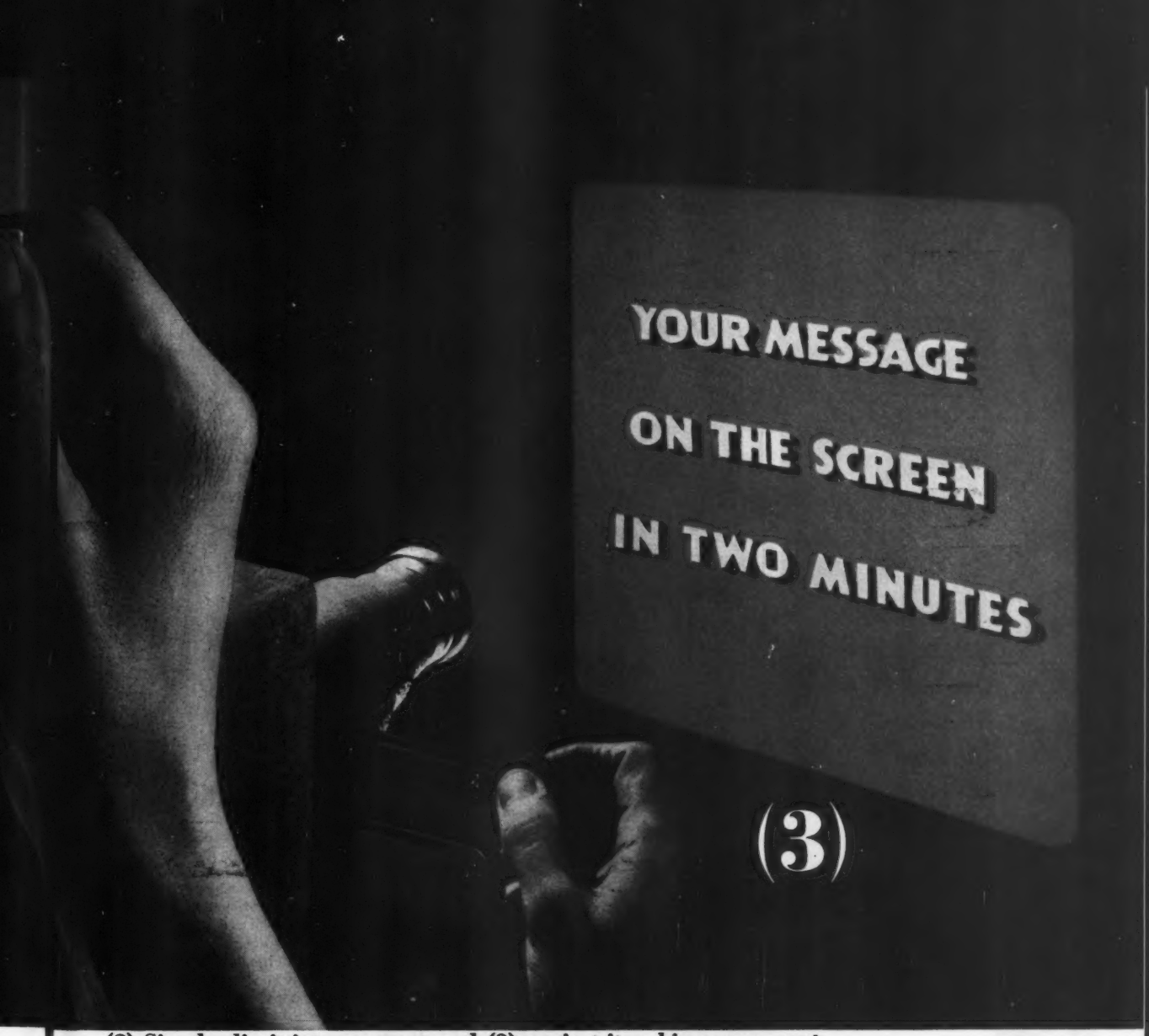
Polaroid Corporation Announces

QUICK, EASY WAY

Now you can make slides right in your office, laboratory or plant—and have them ready to project as you make them.

Polaroid Corporation has perfected a film which produces black-and-white slides right in the camera. You just load the camera with this new film, click the shutter, pull a tab and lift out a transparency of exceptional photographic quality. It's ready to project 20 seconds later, after a quick hardening and mounting in a snap-together plastic mount. It's now as easy and natural to use slides in your work as it is to pick up the telephone or dictate a letter.

The complete system includes the standard Polaroid® Land Camera, the film, mounts, hardener and projector, plus a versatile Copymaker that lets you make slides from any text material, existing photographs, charts, graphs, titles or what have you. You have a choice of two sizes of film—2¼ x 2¼, or 3¼ x 4 (for existing "Lantern Slide" projectors). The quality of the film is remarkable—brilliant, grainless, and so sharp that projection to 12-foot



(2) Simply slip it into a mount, and (3) project it as big as you want.

TO MAKE SLIDES!

screens shows no loss of detail. And it's extraordinarily fast (speaking photographically, now)—daylight speed of 1000 (ASA equivalent exposure index).

The slides cost about one-third as much as conventional slides. But the real saving is in the time and effort that it takes to put a picture on the screen. Whenever you've been on your feet before a group, you've felt the need for a key picture (or perhaps several) to make sure your story gets across. Now you can make those pictures right in your office, classroom or laboratory and begin to use your listeners' eyes as well as their ears. Send in this coupon for more detailed information.

Polaroid Corporation
Box M-6 • Cambridge 39, Massachusetts

Please send me detailed information on the new Polaroid Transparency System.

Name_____

Profession or Position_____

Institution or Company_____

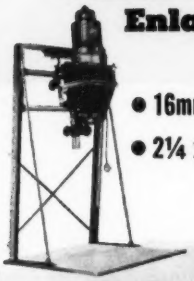
Address_____

City_____ Zone_____ State_____

POLAROID CORP., CAMBRIDGE, MASS.

BESELER

Automation Comes to Enlarging



• 16mm to 4 x 5
• 2¼ x 2¼ to 5 x 7

- Universal condenser system adjusts to any negative size, no need to change condensers
- Electric motor raises and lowers enlarger at flick of switch
- Converts to horizontal projection
- Resistrol light intensity control (optional)
- Tilting lens stage
- Sliding filter drawer
- Lucite lens diaphragm light
- Cold light head available
- Rock-steady cantilever construction

Write for free 32 page booklet "The Development of the Modern Enlarger"

CHARLES Beseler COMPANY
211 South 18 Street
EAST ORANGE, NEW JERSEY

PICTURES in a MINUTE

by JOHN WOLBARST

Here's the simplest way to get copies or enlargements of your favorite Polaroid prints.

Letter from an annoyed reader (fortunately we don't have many) starts out something like this: "Instead of calling that the picture in a minute camera, you should call it the copies in a month camera." And then he goes on to relate how long it took for Polaroid Corp. to send him back some copies of prints which he had made.

It seems that he took the original prints into the camera store where he buys his film (it's a big store in New York) and gave the clerk the prints to be copied. Then he waited, and waited, and waited, and waited. And I guess he simmered a bit, too.

How to get copies quickly

It's nice that this reader is a loyal customer of that store and we certainly don't want to take business away from anyone. But, that is not the fastest way to get copies of your Polaroid Land prints.

On the instruction sheet packed with each roll of film (that's the important piece of paper which hardly anyone ever reads) there's a printed COPY SERVICE ORDER BLANK. On the two sides of this bit of paper (be sure to fill in the blanks on both sides) is all the information you need to get the best copies in the shortest time.

Just fill out the form, make out a money order or check, pack with your prints, and mail. Incidentally, prints should always be mailed between pieces of cardboard. You can fold up the film box (as shown in the drawings on the outside of the box) and slip the prints into the folded box. This will fit nicely into one of those extra Christmas card envelopes. From there on, the minions of the U. S. Mail take over, and you know that practically nothing ever stops *them*.

In the past, Polaroid Corp. returned Copy Service orders by third class mail, and sometimes this caused delays. Now, however, all orders are automatically returned by first class mail, except where enlargements are included; the latter go by "fourth class mail, special handling" which is supposed to be about as fast as first class. This change in service is so recent that Copy Service Order Blanks included in film packages still carry the old information.

If you live far enough away from Cambridge, Mass., to make air mail service worthwhile, you can have your order returned by air by including 25 cents for "special handling." This air mail service applies whether the order includes copies only or copies and enlargements.

Remember this—every blemish, fingerprint, and smudge on the original will be in the copy too. So, before sending prints in for copying examine them. If they show signs of much handling, recoat them generously. The coating liquid wipes out fingerprints and smudges in the old coating. (If you'd like a few extra coaters, just write to me c/o MODERN PHOTOGRAPHY, 33

(Continued on page 28)

When you send your original print (*left*) to Polaroid Corp. for copying, first step is to make a copy negative (*center*). This is then used to make copy prints (*right*) or enlargements by conventional photographic means.

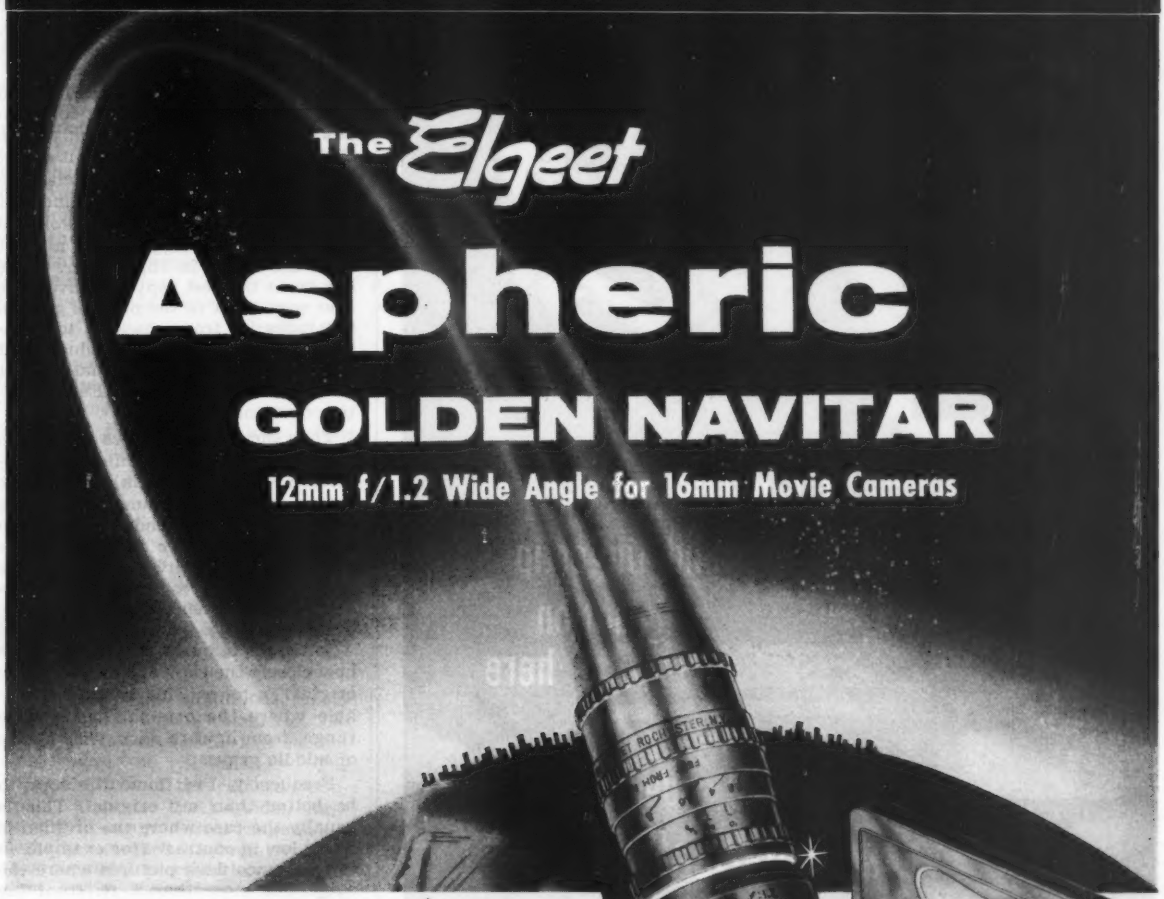
Breaks Through The Optical Barrier

The Elgeet

Aspheric

GOLDEN NAVITAR

12mm f/1.2 Wide Angle for 16mm Movie Cameras



World's Fastest Wide Angle Lens
World's First Non-Spherical Movie Lens

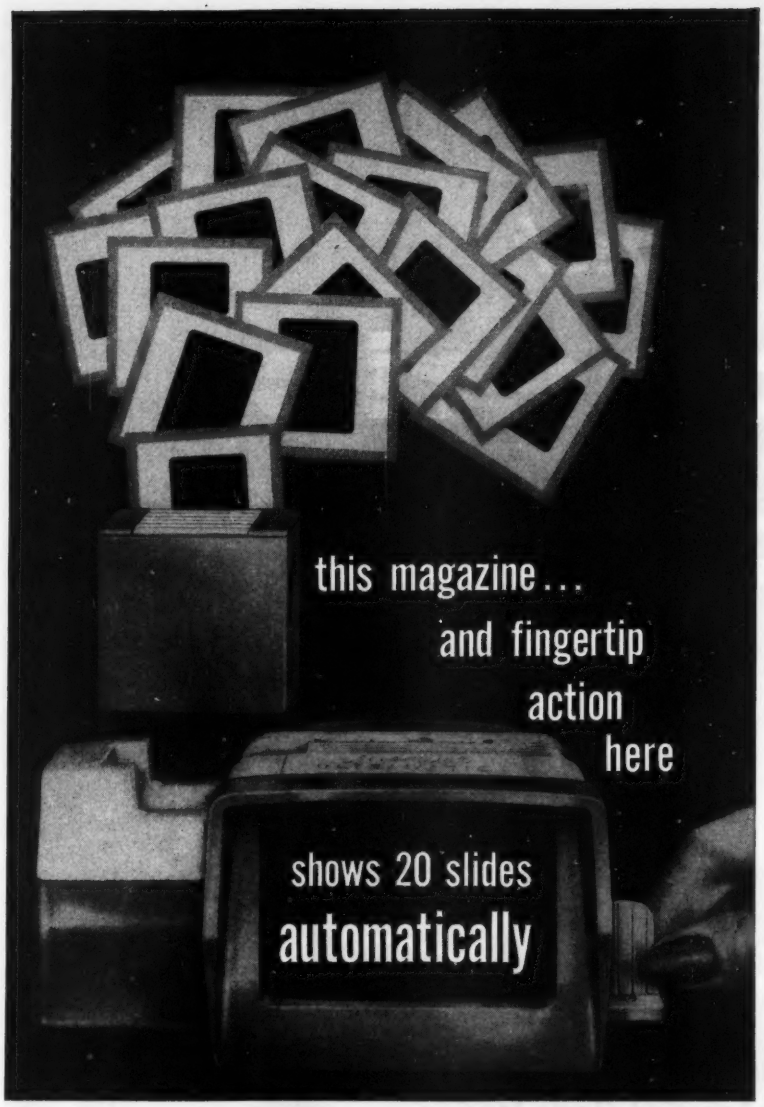
For years, optical scientists have pondered over the means to faster speed in lenses . . . without the sacrifice of quality. The search has finally been brought to an end with this magnificent lens, that incorporates the first mass-produced aspheric surface . . . offering for the first time in history a speed of f/1.2 plus needle-sharp images over a 60° angular field. The Golden Navitar is 66% faster than an f/1.5 lens and covers 4½ x the area of a normal 1" lens.

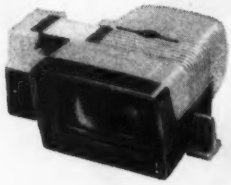
Now available in limited quantities. **$129.50**

***Write for Free Booklet on* ASPHERICS AND THE ELGEET GOLDEN NAVITAR LENSES**

**The Lens with the "Golden Band"—*
symbol of distinction signifying ultimate quality and optical achievement.

Elgeet OPTICAL COMPANY, INC. 832 SMITH STREET · ROCHESTER, N. Y.





Airequipt

ULTRAMATIC

world's first magazine-load 35mm slide viewer...automatic and only $12.95

So simple you'll find it almost unbelievable... you just place slides in the magazine... slip the magazine into the ULTRAMATIC. See your color slides enlarged 7x! Watch slides feed into the viewer and back into the magazine with fingertip action. Additional indexed magazines store and protect all your slides! $12.95 less batteries; AC model—$16.95 with brightness control. At your local camera store.

AIREQUIPT MFG. CO., INC.
Dept. M-6U, NEW ROCHELLE, N. Y.

PICTURES IN A MINUTE

(Continued from page 26)

West 60 St., New York 23, N. Y. and some will be sent.)

Are the copies good?

In the past couple of years I've had well over 1,000 copies made, for various reasons. They're surprisingly good. When your print comes in, it's first copied automatically on a special film to produce a negative somewhat smaller than the large size Polaroid print and a bit bigger than a print from the Model 80 Highlander. These are about the best copy negatives I've ever seen. That is, the process gets all the tones in, from shadows to highlights, in very faithful reproduction of the original. I recommend that you get one for each print copied. Each negative costs only 15 cents.

Then the copy negatives go into an automatic printing machine. The negatives are enlarged slightly to produce a copy print. (For "same size" copies of Model 80 Highlander prints, the negative images are reduced in size slightly.) The entire process utilizes conventional photographic materials and equipment especially suited to the purpose.

In the photo on *page 26* you can see how closely the copy approximates the original in tones. This is most noticeable where the original has a wide range, from light to dark, with plenty of middle grays.

Frequently, I've found the copy to be better than my original. This is usually the case where the original is fairly low in contrast (for example, in some bounce flash pictures where the subject is more than 6 ft. from the camera). In these instances, the copies usually appear to be more contrasty, with better shadows and snappier highlights. I don't know if this is done deliberately or is just the nature of the process.

You'll notice a difference in the overall "color" of originals and copies. Originals have a slightly "warm" tone; copies are on the blue-black side, which in itself tends to make them seem slightly more "snappy."

How to use the negative

Polaroid originals are perishable—that is, they can get torn, lost, or otherwise damaged to the point where they are hopeless. If you have a copy negative of each of your more precious originals you can take that negative around to your camera store and have a photofinisher make conventional prints or enlargements from it. Or, if you happen to have a darkroom, you can make your own enlargements. Don't send the copy negative back to Polaroid Corp. for more prints to be made from it. That copy service works only from originals.

The copy negatives are also nice to have for photo Christmas cards. Here,

again, your local camera store is the place to go to look at designs and get cards made up.

My experience has been that the copies are usually consistently good. However, once in a while some not so good ones sneak out. For example, they may be so much darker or lighter than the originals that the quality is poor; or, the copy may be noticeably unsharp, even though the original is quite sharply focused. If you get such, don't just accept them and sulk. Write right back to Customer Service, Polaroid Corp., Cambridge 39, Mass., explaining what you think is the matter with the copies. If they are not quite up to snuff, the people at Polaroid Corp. will be glad to hear from you and will try to send back better copies.

—THE END

Have you been wondering about the possibility of a Polaroid Land color film to produce full color pictures in a minute? For the latest news about this, see Lloyd Varden's column What's Ahead, *on page 38.*

Free Literature

The **Praktina FX** single-lens reflex-rangefinder camera is completely described and pictured in the new booklet "Masterpiece of Simplicity." The unique features of the camera—Concentrol system, Track-Guide, integrated split-image optical rangefinder, internally coupled automatic diaphragm control, recessed bayonet lens mount, and exclusive accessories—are discussed. In addition, the principles of operation of the single-lens reflex camera are clearly shown. See your photo dealer for your free copy, or write direct to *Sales Offices, Standard Camera Corp., 50 W. 29 St., New York.*

A new booklet by Westinghouse, **The ABC of Flash Photography,** makes it easy to use flash with any camera. This guide explains the application of the eight most popular flashbulbs, and indicates how to obtain the correct exposure when using them with 17 of the more popular black-and-white and color films. Information is also included on how to compensate for unusual conditions such as particularly light or dark surroundings, additional sources of light, dull flash reflectors or reflectors which were not designed for the flashbulb being used. *For your free copy, contact your photo dealer.*

A 104-page illustrated catalog listing over **2,000 items of photographic equipment** has just been made available by Burke and James, Inc. For your free copy, write to *Dept. C-MP, Burke and James, Inc., 321 S. Wabash Ave., Chicago 4, Ill.*

what tremendous advances

OLYMPUS

has made!

$160 worth of camera for only 69.95!

Olympus has a 5 element E Zuiko f/2.8, fully coated and corrected lens. Gives perfect resolution, needle-sharp definition.

Rapid sequence lever cocks shutter, shows red dot, counts exposure. Get 36 exp. in 30 seconds. No accidental double exposures. No missed shots. You can forget . . . the automatic Olympus remembers.

Shutter speeds: B, 1 to 1/500 second. All scale settings visible from top. Get every shot, even the fastest action, without fumbling.

Pyrex pressure plate can't warp or bend. Gives overall sharpness over all your negatives.

Single window range finder/viewfinder gives accurate focus and perfect composition at the same time.

Special-effects button allows multiple exposures on same negative. Unique window tells speed of film in use. No mistaking color for black and white.

At only 69.95 Olympus is obviously the best buy—the best value. Only Olympus has so many fine features at such a low price.

Write Brockway for a brochure.

BROCKWAY CAMERA CORPORATION

1114 FIRST AVENUE, NEW YORK CITY 21, N. Y. Canadian Distributor: W. CARSEN & CO., 88 TYCOS DRIVE, TORONTO, CAN.

FOR THE ROCKET AGE OF 1957 WE PRESENT

AUTOMATIC

Exakta IIa

the new automatic EXA

The Automatic Exa is one of the world's most prized cameras because it gives you the outstanding advantages of 35-mm. automatic single lens reflex photography. A streamlined version of the Exakta, the Exa is a marvel of 35-mm. precision miniature engineering which has become one of the most sought-after additions to the working shelf of the most critical camera fan. Measuring only 5"x3½"x2", the Exa is small, and can be put into your pocket. The Exa is so designed that most Exakta equipment is interchangeable with its own. Every Exakta owner will find the Exa to be a welcome fulfillment of his wish for a second camera for himself, or as a gift for his family or favorite friend.

With its single reflex design, the Exa provides you with a preview of the exact, true picture that your film will record as seen in the viewfinder. As thousands upon thousands have discovered, the Exa is one of the mightiest little giants in all photodom.

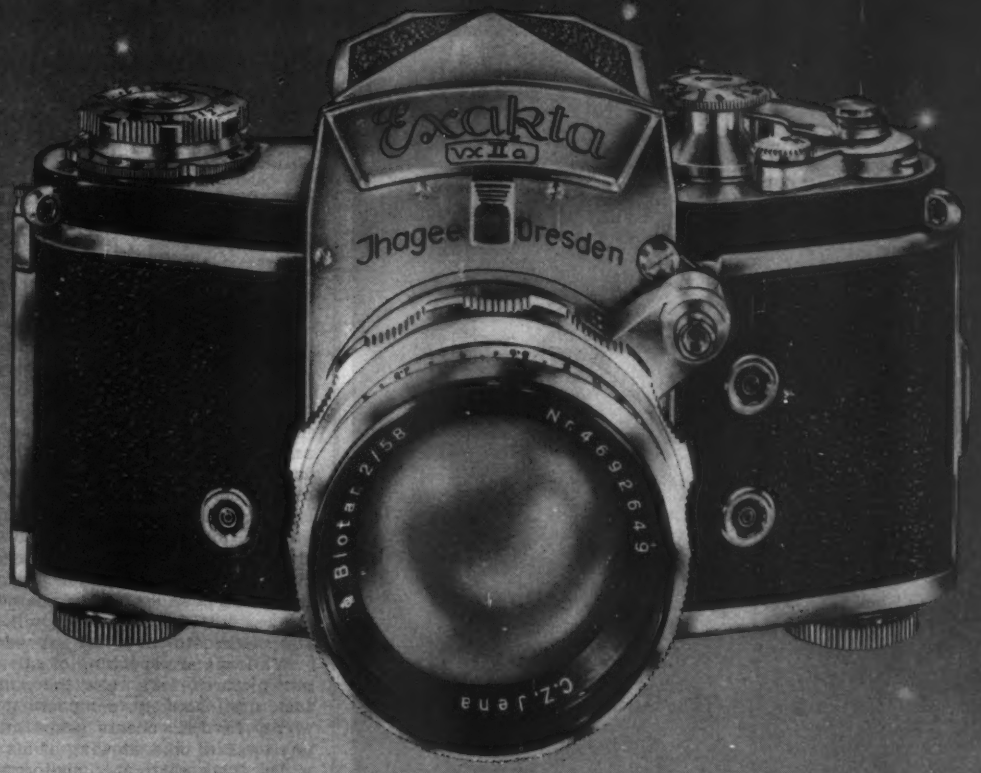
Exa with Pentaprism and Split-image Rangefinder and 50-mm, f/2.8 Isco Westanar Lens with Automatic Diaphragm.....$165.00

Exa with Waist level reflex finder and 50-mm., f/2.9 Meritar Lens with Preset Diaphragm..... 79.50

Exa camera, body only, with Waist level reflex finder..... 59.50

Should you choose to make an Exa camera yours—you will have this assurance; in any company of cameras whether foreign or domestic, there is nothing to challenge the distinction of an Exa. Your dealer will gladly demonstrate the Exa to you.

THE NEW AND MAGNIFICENT



For 1957 we present with pride and satisfaction the inspiring Automatic Exakta IIa . . . the first single-lens reflex camera with a new noiseless shutter design! Here is another important milestone in the Exakta tradition of progress which forever keeps the Exakta in the forefront of camera perfection!

There are many new desirable innovations and refinements in the new Automatic Exakta IIa . . . new three-outlet MXF flash synchronization for focal plane flashbulbs, for SM flashbulbs, and for electronic flash . . . new and improved window rotodial . . . new wide-diameter film spool for faster winding . . . new improved winding mechanism . . . new spring-catch spool retainer . . . new slow-speed setting knob for faster silent operation, and many internal improvements resulting from the latest advancements in photography. Naturally, the new 35-mm. Automatic Exakta IIa has all the other renowned and treasured Exakta features as Automatic diaphragm lenses . . . interchangeable lenses . . . interchangeable viewfinders, penta prism eye-level viewfinder, waist-level reflex viewfinder, split-image rangefinder, magnear lens-viewfinder . . . coupled film transport and shutter cocking . . . 27 shutter speed settings ranging from 1/1000 of a second to 12 seconds, plus bulb and time . . . built-in knife . . . provision for intentional double exposures, and more.

The Automatic Exakta IIa is available with Penta Prism eye-level viewfinder and Split-image rangefinder and 58-mm., f/2.0 Carl Zeiss Jena Biotar lens with Automatic Diaphragm.....$399.

We invite you to see and inspect the new 1957 Automatic Exakta IIa at your dealer.

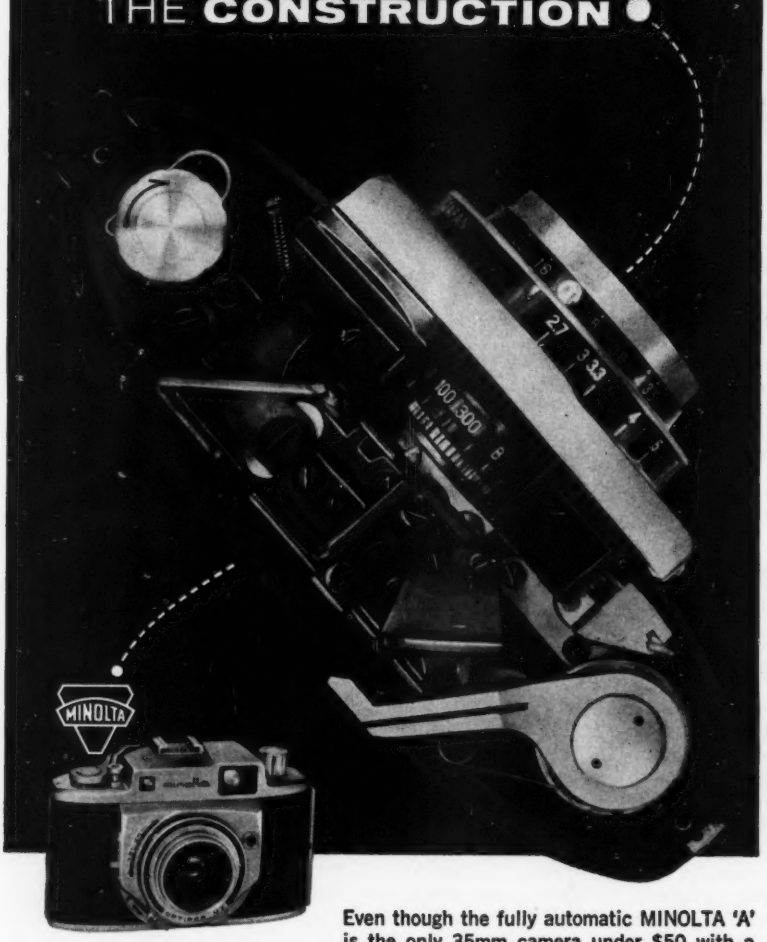
EXAKTA CAMERA COMPANY 705 Bronx River Road, Bronxville 8, N. Y.

EXCLUSIVE FACTORY APPOINTED REPRESENTATIVE IN THE U.S.A. FOR SALES & SERVICE OF EXAKTA AND EXA CAMERAS

IIa

Minolta "A"

THE **DIFFERENCE** IS IN THE **CONSTRUCTION**



Even though the fully automatic MINOLTA 'A' is the only 35mm camera under $50 with a four-element, rather than just a three-element f/3.5 lens... even though its single-window range/viewfinder, its OPTIPER MX synchronized 1-to-1/300th sec. shutter, its click-stop diaphragm are worthy of a camera selling for two or three times its price... it is not because of these features that it makes camera experts shake their heads in astonishment. What distinguishes it above all else from other 35mm cameras anywhere near its price is **the exacting precision and ruggedness of its construction.** Only a manufacturer with the superior designing and engineering skills and unique production facilities of Chiyoda, maker of MINOLTA cameras and their famous ROKKOR lenses, can afford to produce such a superbly constructed camera and offer it for ..... only **$49.95**

CHIYODA KOGAKU SEIKO CO., LTD., Osaka, Japan
New York Office ..... 150 Broadway, New York 38, N. Y.
U. S. Sales Agent ..... The FR Corporation, 951 Brook Ave., New York 51, N. Y.
Canadian Agent ..... Anglophoto Ltd., Montreal, Toronto, Vancouver

modern COLOR

by ROBERT CRANDALL

A little ingenuity and a lot of fun go into salvaging those "impossible" color slides.

Only a few pictures out of each roll of color film we expose are considered good enough to show. We usually discard the majority because they are poorly exposed, off-color, or simply demonstrate an unpleasant choice of subject or composition. Unfortunately, many failures cannot be corrected; but it is also true that many "basket" cases are too quickly disposed of with too little thought of their possible salvage value. While not all objectionable transparencies can be saved or rejuvenated, one success out of five attempts will, I am sure, vindicate the effort expended.

While we are speaking of salvaging our pictures, let's take the simplest task first. Namely, composition. One of my favorite clients asked me one day to sit in on a showing of his color slides. This particular photographer, by the way, is well known for his travel and architectural scenes. I was greatly surprised to see frame after frame on his screen that had been radically cropped by placing an individual mask directly within the glass slide mount. Some were masked to a long horizontal, some square, some round; but the mask, in each case, enhanced the subject by superbly centering the point of interest. This created an individual masterpiece which was sufficient unto itself, and not dependent on what came before or after it, as is so often the case when showing color slides.

Of course, this man's color photography was excellent in itself. In the last few years, though, I have found that by using this same technique I could not only make my normal slides more interesting, but—when my subject slithered off to one side of the frame, or when the background dominated my subject—by extreme cropping and recentering of the transparency, I could save the picture and could be proud of the result.

Don't be afraid to go "hog-wild"

Of course, some subjects lend themselves only to the framing of a conventional mask in ordinary rectangular shape. Perhaps this is a good thing, because interspersing these normal slides among your spe-

cially masked ones allows the latter to serve as a dramatic accent.

The United Nations building inside of an L-shaped frame; a close-up of a friend clowning inside a keyhole; or, perhaps, that prize rose, cropped down to a small circle; all might draw a few more "oh's and ah's" than the more prosaic type of cropping.

Just to make a point, I cropped some pictures taken on a trip to Nassau and the West Indies. My shot of the S. S. Nassau, standing in the deep water off Hog Island as our water taxi pulled away to shore, was quite imposing. But after I framed it into a long horizontal "cinemascope" type frame, cropped just above the funnels and with less foreground water, it lengthened out and became a ship with the apparent dimensions of the *Queen Mary*.

Two small fishing boats pulling into the market wharf, when framed with the two round "eyes" of a binocular, became real close-ups. A tall palm reaching up into the sky, with bare beach and water beyond, became the most imposing palm I ever saw when cropped pencil-thin. Small objects such as flowers, shells, and even a sea turtle, all responded to carefully-masked compositions; and, although I had viewed them many times before, they took on a new importance.

I got a special kick out of cropping a shot of the famous Nassau straw market. For this shot, instead of using an opaque material for a mask, I used a piece of dense, blue-colored gelatin, cutting out an area from the center in the shape of a straw hat. The straw market showed through this opening in warm brilliance, in contrast to the cold blue area framing it.

Tools of the trade

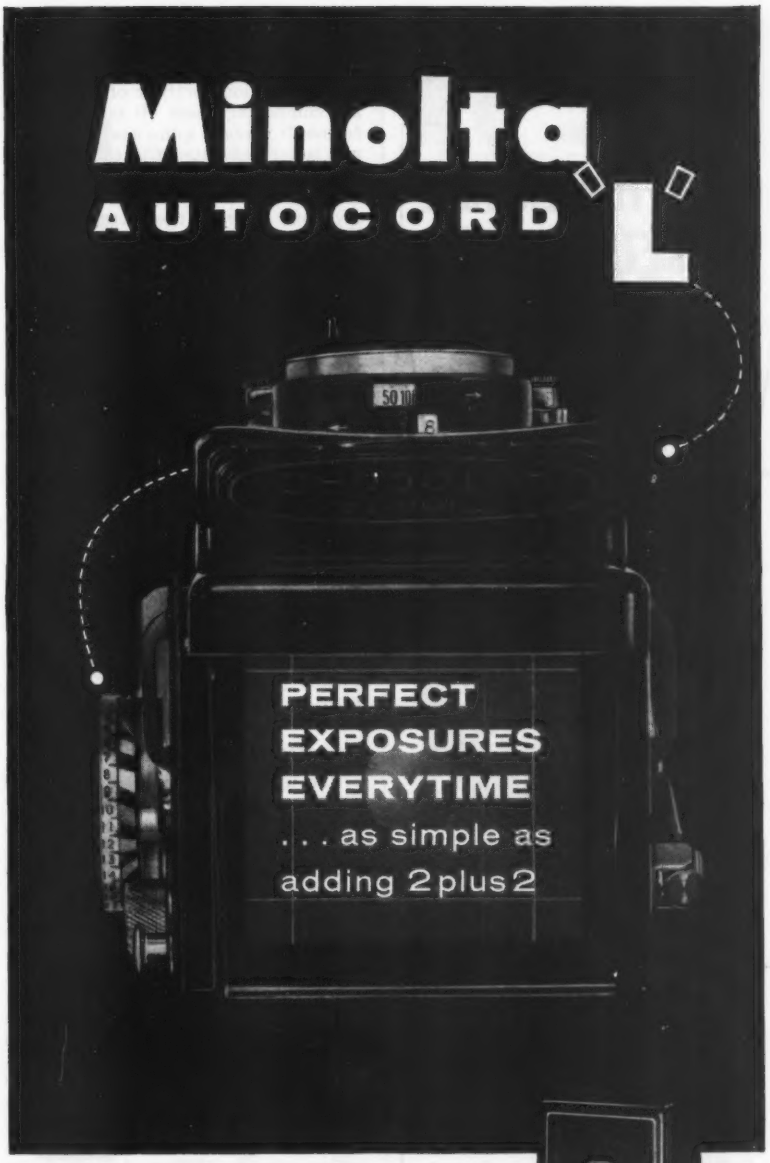
To make the masks, it is only necessary to obtain some very thin, opaque paper and a sharp razor blade or retouching-type knife. Exercising caution to avoid lacerated fingers, snap off the corner of the razor blade so that you will have a point sharp enough to cut round edges easily. Then, go to town and have fun.

Glass mounts are almost a necessity in order to hold the mask firmly against the transparency. The transparency should be cut so that the total image is always in the middle of the frame; and, therefore, in the center of the screen when projected. Guests can suffer eyestrain when pictures mounted off-center jump from one side of the screen to the other.

As a rule, when my 35mm color films are processed, I find one or two half-frames in the box, due to the fact that I always try to sneak an extra exposure or two over the allotted number. I have "saved" many of these half-frames by masking them as described above.

If you find that you have two or three exposures of the same person, and are inclined to omit them from

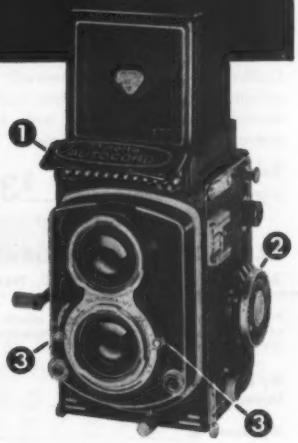
(Continued on page 34)



MINOLTA

You are looking through the brilliant Fresnel viewing screen of the Minolta Autocord 'L', most automatic twin-lens reflex of them all. You are about to trip the shutter — and you **know** with absolute certainty that the exposure will be **perfect.** All you did was to aim the built-in, **coupled** exposure meter (1) at your subject . . . noted the number indicated by the pointer on the light-value scale (2) . . . set the two little knobs (3) on the lens mount of the specially calibrated diaphragm and shutter scales, to add up to that same number . . . and that's all — **the correct exposure was predetermined.** Your wife or child could have done it — even without looking at the f/stop or shutter speed numbers. **Ready?** The 1-to-1/500th sec. synchronized SEIKOSHA MFX shutter is, of course, already wound, since the film transport is fully automatic. **Shoot!** The superb four-element 75mm ROKKOR f/3.5 lens will do the rest. **only $124.50**

Minolta AUTOCORD. Same features as Autocord 'L', without exposure meter system.....only $99.50



CHIYODA KOGAKU SEIKO CO., LTD., Osaka, Japan
New York Office.....150 Broadway, New York 38, N. Y.
U. S. Sales Agent.....The FR Corporation, 951 Brook Ave., New York 51, N. Y.
Canadian Agent.....Anglophoto Ltd., Montreal, Toronto, Vancouver

NEW GOSSEN

COLOR TEMPERATURE METER AND FILTER INDICATOR

THE *Sixticolor*

Assures perfect color balance.

Tells you instantly:

- *Color Temperature of light source (in degrees Kelvin)*
- *Filter required for correct color balance with* ***any type of color film.***

Calibrated in new "decamired" scale adopted by leading camera and filter manufacturers. Complete with leather eveready case and gold-metal chain.

Sold only through photographic dealers..... **$39.95**

USE COUPON BELOW

KLING PHOTO CORPORATION
257 4th Avenue, New York 10, New York

Write and give us name of your photo dealer so we can arrange for him to demonstrate the Sixticolor to you.

My Dealer's Name is: _____

My Name is: _____

Address _____

City _____ Zone ____ State ____

KLING PHOTO CORPORATION
257 4th Avenue, New York 10, N. Y

MODERN COLOR

(Continued from page 33)

your collection for fear of repetition, try composing them all into a single frame. It is really quite easy to do this, and is very effective. Cut thin (1/16") strips of black masking tape, and lay them on the cover glass to create the divisions between the pictures. Then, holding the glass up to the light, center each picture into its own framed area and check it out for desired cropping. Excess areas of the picture, which you do not wish to show, can be cut off. If more space is needed for one picture and less for another, then re-position the black masking tape before cutting the color film. It is a good idea to mark cutting guides on your film with pins, as there is very little tolerance to 1/16 of an inch, and a mistake in cutting could show.

Perhaps it might be fun to experiment with a change of season. The club swimming pool covered with snow on one side of the frame and crowded with swimmers in mid-summer on the other side. The fascination of comparison is the lure in these suggestions; and the average viewer, I have found, just loves to compare subjects or discover facts for himself.

Experiment with color filters

The idea of masking, of course, is not to crop simply for the sake of cropping, but to set a mood that helps tell a story. Therein lies another idea. Why not let a color cast also help to create a mood or tell a story?

Ansco sells colored gelatin filters, under the name of color printing filters, in reasonably-priced six-inch squares. They are available in cyan, magenta, and yellow hues which, when mixed, will produce green, blue, and red. With these filters it is possible to shift the color of your slides to enhance the particular mood of your subject. A color compensating .30 yellow filter over a green landscape might increase the sunny effect; or a .30 yellow plus a .30 magenta can easily add additional brilliance to the sunset that somehow seemed so much brighter when you exposed it.

On occasion, I have added color to only a portion of my subject by carefully cutting the filter to fit the foreground, making sure that the edge of the filter rests exactly on the separation between foreground and sky, so that the edge will not show.

It is impossible to cover the multitude of effects that can be achieved by masking and by using color filters.

If this column does nothing more than spark your imagination and start your ingenuity working, I will be more than satisfied. Many happy hours can be had, after the shooting is over, merely by experimenting with the unusual.—THE END

• *Difficulties with your color photography? Address an inquiry to Robert Crandall, c/o* MODERN PHOTOGRAPHY.

PRICE IS THE OBJECT

SAMOCA

now brings you a RANGEFINDER '35' priced only a few dollars higher than box cameras!

SAMOCA
RANGEFINDER '35'
only $29.95

Show the SAMOCA 35 to an expert photographer, to whom price is *no* object when he chooses his own equipment. Ask him to guess the price. It's almost certain that he will name a price at least twice that of the amazing SAMOCA. This beautiful little camera has that hard-to-define but easy-to-recognize look which bespeaks professional design and precision craftsmanship. It can be offered at this astonishingly low price only because the makers, the famous Samoca Camera Co., Ltd., of Tokyo, Japan, also manufacture the high-quality lens and shutter which are its most costly components. Ask your dealer to demonstrate to you this unique camera value.

• Coupled Rangefinder • Single Window Rangefinder-Viewfinder • Fully Color Corrected, Coated f3.5 Lens — Click Stops • Shutter Speeds 1/10th to 1/200th sec. and Bulb • Full MX Synchronization • Built-in Depth of Focus Scale • Film Advance Automatically Cocks Shutter and Counts Exposure • Body Shutter Release • Fully Removable Back • Satin Chrome Trim, Fully Anodized Body, Compact, Light, Rugged

For descriptive literature write to:

BROCKWAY CAMERA CORPORATION
1114 First Avenue, New York 21, N. Y.

Canada: Precision Cameras of Canada Ltd. Montreal, Toronto, Vancouver

WAYS and MEANS

by ARTHUR ROTHSTEIN
Technical Director of Photography,
Look Magazine

A new fast film; how to view color prints and transparencies; a survey of panoramic effects.

The fastest black-and-white roll film I have ever used is Eastman Kodak's new Royal X Pan, which may be available soon in 35mm cartridges and 120 rolls.

For maximum speed and quality the manufacturer recommends development for 11 minutes in DK-50 at 68°F. Using this method of processing, my tests indicated that the best exposures resulted from exposure indexes of 2000 for 120 film and 4000 for 35mm. Enlargement to ten diameters produces prints of acceptable quality, although grain is quite noticeable.

Kodak does not suggest development of this film in Microdol or D-76, which are normally considered fine-grain developers. Nor are developers of high alkalinity, such as D-23, recommended for use with Royal X Pan. An acid rinse after development is recommended in order to limit development to optimum time. Also advised is a longer period of fixation, due to the extra thickness of the emulsion.

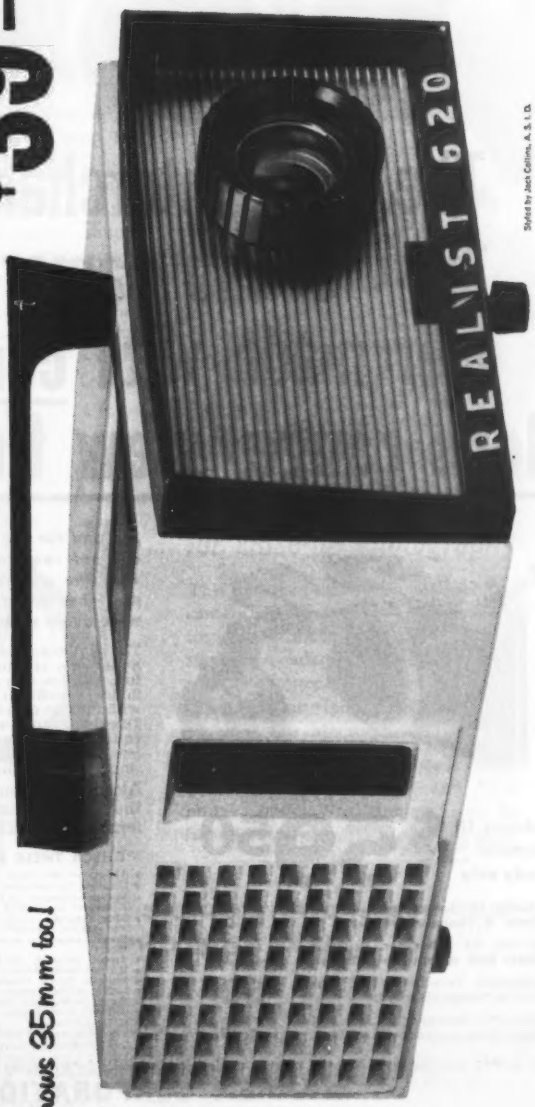
The significance of this film speed is apparent when Royal X Pan is exposed outdoors in bright sunlight on an average day. The exposure is 1/1000 sec. at f/22 with a 120 camera, or 1/1000 sec. at f/32 with a 35mm camera. Thus, both depth of field and ability to stop action are at a maximum. For control of focus and shutter speeds, slower film or the use of neutral density filters is advisable.

Indoors, exposure may be 1/50 sec. at f/4 with tungsten light in the average home or office. The photographer with an f/3.5 lens, using this new fast film, can now expose as though he were using an older film, such as Tri-X, and an f/1.5 lens.

Royal X Pan is a film for low light levels, where getting the picture and stopping the action without auxiliary light are of primary importance. It

(Continued on page 36)

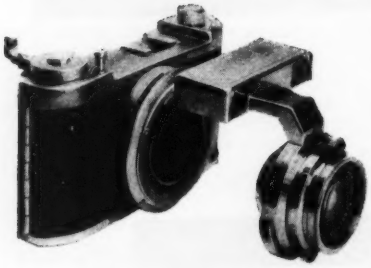
NEW REALIST 620 T.M. 2¼ x 2¼ PROJECTOR
big as life and twice as natural at half the price $39.95
shows 35mm too!
The new REALIST 620 is the only projector that lets all camera owners show color slides bigger than life size, at such a low price. What's more, it has more outstanding features than projectors costing twice as much: It's always ready for action —just plug in and focus. The body is cast aluminum with concealed storage spaces for slides and cord. Styling is low and modern—thanks to a new horizontal lamp. Colors? Cream-white trimmed with rich brown and bronzed gold. The super-efficient cooling system protects your slides—they can't fade, pop, blister. Zephyr-quiet, too. And the precision 5" lens fills a big 60" screen at only 12'.
When you're ready for the best . . . buy a Stereo REALIST Camera
Photography at its best . . . that's Stereo. Stereo at its best . . . that's REALIST! All metal body . . . matched, coated f:3.5 lenses . . . film plane focusing . . . split image range finder . . . speeds T.-B., 1 to 1/150th sec. . . . automatic exposure counter . . . double exposure prevention . . . full year warranty . . . List $129.00
Realist inc.
A subsidiary of David White Instrument Company, manufacturers of precision surveying instruments and photographic products. 2051 North 19th St., Milwaukee 5, Wisconsin.
Styled by Jack Collins, A.S.I.D.



Presenting the

AKAREX III

The first interchangeable 35mm camera ever made with combined lens range/view finder



. . . and for the first time you are not required to purchase a camera with the standard 50 mm lens: you may now choose the AKAREX body plus either wide angle or telephoto lens.

The combination of lens and range/viewfinder into one unit offers you the following: full parallax correction: single window rangefinder viewfinder combination: Fixed bridge with built in cam between lens and rangefinder. Telephoto and wide angle lenses are each equipped with its own range/viewfinder: Each lens unit can be quickly removed with a single turn of the bayonet mount.

Akarex III Cameras are only supplied with the world-recognized, superior quality lenses, SCHNEIDER.

Akarex III camera body only $59.50

Akarex III Schneider Xenar f3.5 50mm w/range-viewfinder 99.50

Akarex III Schneider Xenon f2. 50mm lens w/range-viewfinder 139.50

Schneider Tele-Xenar f3.5 90mm lens w/range-viewfinder 89.95

Schneider Xenagon f3.5 35mm wide angle lens w/range-viewfinder 79.50

CHECK THESE FEATURES BEFORE YOU BUY

- All lenses are fully parallax corrected
- Coupled Rangefinder, superimposed
- Synchro-Compur MX synchronized at all speeds 1 second to 1/500
- Single stroke rapid wind, advances film, cocks shutter and counts exposure
- Double exposure prevention device
- Tropic proofed, all metal
- Hinged back; double lock
- Built-in frame counter
- Depth of Field scale
- Made in Western Germany
- Built-in Self Timer
- Helical Focusing
- Single window Viewfinder, R.F.
- Double Shutter leaves

Be sure to examine the Akarex III at your dealer's today, write for literature. . . . . .

AKAREX CORPORATION

80 East 11th Street, New York 3, N. Y. Or-4-4140

AKAREX ®

WAYS AND MEANS

(Continued from page 35)

provides another means for creative exploration in photography.

Viewing color prints and slides

When it perceives color, the human eye is not an analytical instrument. Viewing a color transparency or print, the eye is unable to distinguish the spectral components that are present, but sees only their integrated effect. In this respect, the eye is not as sensitive as the ear which, after suitable training, may be able to distinguish the individual instruments in a symphony orchestra.

The visual judgment of color depends to a large extent on two factors: the surrounding area or environment, and the type of illumination.

You can perform some simple experiments to illustrate these facts. Place a green disk on a square of blue paper, and then place the same green disk on a square of yellow paper. The green will appear to be two entirely different shades. Or look at a color print placed on a large sheet of black paper. Then view it on a large sheet of white paper. It will appear much darker against the white background. Further, view the print illuminated by a bright light, and then look at it with reduced illumination. It will also look darker.

One of the reasons why projected color slides usually look so effective is that we ordinarily view them in a darkened room and the surrounding area does not affect our perception of color.

This is not true of prints, however, and the photographer will find that color values appear to vary, depending on whether the photograph is seen in sunlight, north window light, or tungsten light.

Obviously, some standards for illumination are necessary. I have found that for viewing transparencies, the Kodak Color Transparency Illuminator, which has a color temperature of 4000° Kelvin, is satisfactory when used in a darkened room. For prints, mounted on a black background, I recommend the General Electric Photocolor, or Sylvania Super De Luxe Cool White fluorescent tubes, placed so that there are 100-foot candles of light falling on the print.

Equipment for panoramic effects

The US Army Signal Corps has demonstrated an attachment for their 70mm combat camera which makes possible the coverage of an angular field of 210°. This device is actually a spring motor operated panoramic tripod head which rotates the camera and makes seven exposures in ten seconds. The negatives are then matched to create a continuous panoramic strip photograph.

For photographers who wish to cover spread-out affairs or wide areas, a variety of equipment exists, both old and

new. One of the oldest, the No. 6 Cirkut camera, was still in use at a banquet I attended recently. This camera was revolved on its tripod by a governor-controlled motor which also wound the film as it was exposed. Another old panoramic camera used a lens which rotated while attached to a flexible bellows.

The optical principle on which these cameras function is known as the Moessard Tourniquet and states that if a lens is rotated on its nodal point, about an axis perpendicular to its optical axis, the image size of distant objects will remain constant.

Much of the recent interest in panoramic effects in still photography may be attributed to new developments in the motion picture industry, with its varied wide screen systems—Cinemascope, Cinerama, Todd-AO, and Vistavision. Anamorphic lens attachments for still cameras are now available. They first squeeze the image onto the film and then, when the same attachment is placed over the projector or enlarger lens, restore the image to normal. In this way, as much as 100° may be covered.

A modern panoramic camera, the Panon, covers 140°, uses 120 film and produces six exposures on a roll. It has a 40mm, f/2.8 lens which swings around a 140° arc. The film is also positioned in an arc, so that the focus remains constant as the exposure is made through a moving slit. The effective shutter speed is determined by the movement of lens and slit past the film. One of the big advantages of the Panon is that it may be hand held either horizontally or vertically.

The Zoomar Company has both 35mm and 70mm panoramic cameras which cover 360°. This is achieved by rotating a lens around a complete circle and focusing its image on a strip of 35mm or 70mm film. The apparatus must be used on a tripod.

One of the simplest methods for making panoramic pictures is available to the Rolleiflex owner. With the Rollei Panorama tripod head, as many as ten exposures may be made in succession to cover a complete 360° when assembled in one continuous strip.

Latest addition to the group of wide-angle panoramic cameras is the Nikon Fish Eye. This unusual camera covers 180° with a 16.3mm, f/8 lens. The negative is in the form of a circle two inches in diameter, and 12 exposures may be made on a roll of 120 film. The Fish Eye was originally designed for meteorological use and is reminiscent of the famous Hill cloud camera.

Panoramic pictures are effective because at a given instant both an event and its environment may be recorded. This quality of revelation is one of photography's greatest values.

—THE END

2 new products from Heiland

to make Strobonar photography more convenient

REMOTE FIRING STROBONAR®

If you have a solenoid-equipped camera, you'll want this unit. The firing button on lamphead operates without extra batteries, and a selector switch on lamphead permits you to trip camera shutter and fire flash, or trip camera shutter only from lamphead.

May be used with Heiland Pro-Pak, AC Pak, Strobonar Seven D Pak, or — for 50% more light — Strobonar 71-A Power Pak. 63-B Lamphead... $68.60

PROX-O-LITE
Trade Mark

for close-up photography

This new Strobonar mounts on camera lens and is designed to screw into No. 6 adapter ring, No. 5 with step-down adapter, or No. 7 with step-up adapter. It gives a shadowless light without vignetting — absolutely necessary for Macro-photography.

May be used with Strobonar 62-A (with adapter kit); 62-B and 71-A power paks. Not designed to be hand-held. Complete... $42.50

SEE BOTH NOW AT YOUR PHOTO DEALER

Heiland® A DIVISION OF HONEYWELL — 5200 EAST EVANS AVE DENVER 22, COLO.

up a tree about photo-oil coloring?

GET THE BOOK

PHOTO-OIL COLORING FOR FUN OR PROFIT

BY L. R. MARSHALL

It's a complete text on hand coloring with oil colors, containing answers to practically all coloring questions, with information on the following: detailed portrait work, including flesh tones; clothes & accessories; backgrounds; how to mix paints; color harmony; landscapes; miniatures, etc.

You'll also want a set of Marshall's famous Photo-Oil Colors. They are easy to use and give beautiful, permanent results. Complete sets, $1.50 to $13.95. Colors are transparent, so you can see the photo as you work on it. Marshall's Photo-Oil Color Pencils for coloring small areas and details add to your coloring fun. To color glossy or Polaroid prints, first spray with Marshall's Pre-Color Spray.

At photo dealers everywhere or write to:

JOHN G. MARSHALL MFG. CO., INC.
MP 6 167 North 9th Street, Brooklyn 11, N.Y.

Please send me FREE Coloring Brochure
☐ 1 6-oz. can of Pre-Color Spray at $1.50
☐ 1 box of Photo-Oil Color Pencils at $4.75
☐ 1 Academy Set of Photo-Oil Colors at $5.40
☐ "Photo-Oil Coloring for Fun or Profit"—$3.50 (Book)

NAME_____

ADDRESS_____

What's Ahead?

by LLOYD E. VARDEN

Fundamentally new-type photographic color processes are not easy to come by. Perhaps the color process for the Polaroid Land camera will meet the challenge when perfected.

For several years it has been *rumored* that the Polaroid Corporation had a color process in the offing to extend the versatility of its already well-established one-minute camera process for black-and-white pictures. Officially, Polaroid has been denying that the rumors floating around had any basis in fact, but it naturally has been almost compelled to admit right along that color is not being overlooked in its long-range research plans. Anyone who follows the patent literature knows that some order of activity in the color field must be going on in the Polaroid research laboratories in Cambridge, Mass. A company just doesn't take out patents for the fun of it. Patents deal with inventions, and several inventions disclosed by a company in a particular field indicate serious activity.

Polaroid mentions color officially

To my knowledge, the first official reference that Polaroid has made to a new color process for Polaroid Land cameras (or maybe for a variation of its present cameras) is contained in the annual report of the corporation for 1956, only recently published. Under, the section headed "Product Development" the following statement appears: "By now a major portion of our research is directed toward the field of color. We are pleased with the progress we are making." As you would expect, nothing is said about the nature of the process. But if you are curious you might think of various possibilities—which is not a simple matter, even in itself—and then make a guess as to what the system will likely embody.

The chance that what you dream up will resemble the process which Polaroid will eventually announce is quite remote. But knowing how fussy Dr. Edwin Land is about technical and aesthetic perfection in designing new methods of photography, I am inclined

(Continued on page 40)

STAR-D TRIPODS

PLATINUM-33
WITH PUSH BUTTON CONTROL

DAVIDSON
MANUFACTURING CO.
WEST COVINA, CALIFORNIA, U. S. A.

world's first single lens reflex with photographic *"follow-through"!*

only with asahiflex 35mm single lens reflex camera!

ASAHIFLEX ends the ground-glass black-out limiting every other single lens reflex...ends the need to cock shutter in order to again see the subject! With ASAHIFLEX you have every advantage of the single lens system of photography *without* the frustrating "blindness" of a suddenly-dark ground glass. With ASAHIFLEX you have every advantage of the twin lens system *without* parallax! Only ASAHIFLEX has single lens photographic "follow through."

Other Asahiflex IIA features include: eye-level viewfinder for candid and sports action • waist-level ground glass with built-in magnifier for studied composing • focal plane speeds from ½ to 1/500, T, B • FP and X flash synchronization • choice of coated, color-corrected Takumar 5-element 58mm f2.4 lens or 4-element 50mm f3.5 lens • complete system of interchangeable lenses from 50mm to 500mm • pre-set diaphragm adjustment • complete systems of photographic accessories for close-up, macro, micro, spectro and even X-ray photography. ASAHIFLEX IIA with 50mm f3.5—$99.50. ASAHIFLEX IIA with 58mm f2.4—$119.50.

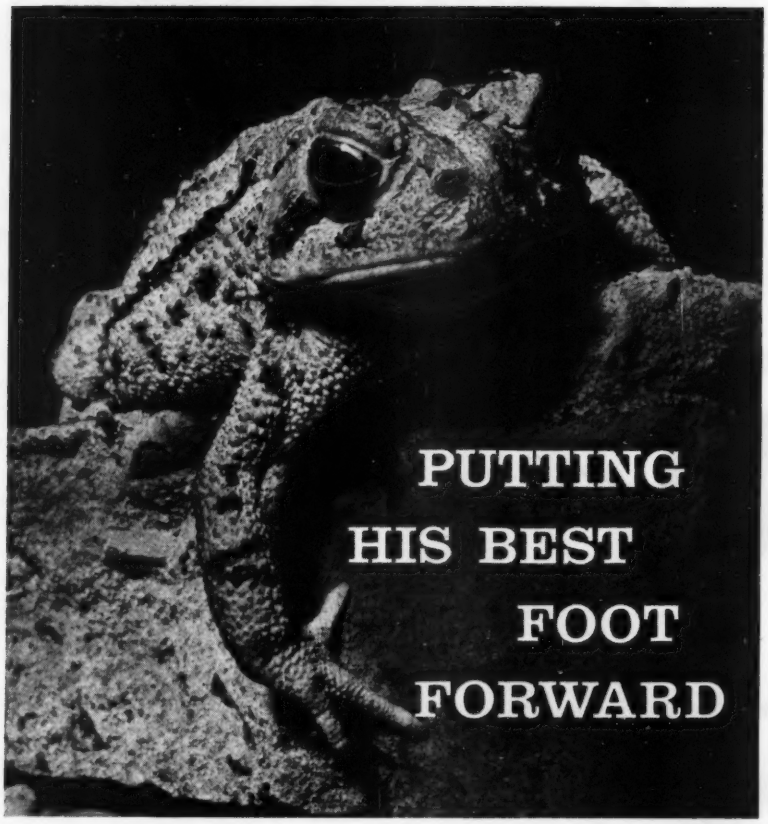
For further information, write to P.O. Box 183, Church St. Sta., New York 8, N.Y.

asahiflex *with photographic "follow-through"*

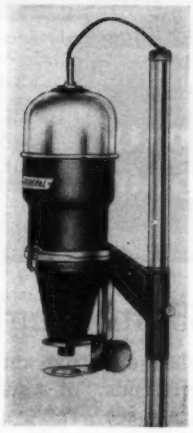
asahiflex

A quality photographic product from the Asahi Optical Co., Ltd., Tokyo, Japan

Closeup by J. O. Porter, M.D. of Little Rock, Ark. Enlarged on Federal Enlarger.



Your finest negatives in a Federal Store-Away Enlarger will give you salon quality prints every time!



It's so easy to get perfect enlargements with a Federal Store-Away® Enlarger. Precision is built into your Federal . . . needle-sharp prints are routine! You don't need a darkroom either. Amateurs are regularly getting results like this sparkling nature study, using kitchen or bathroom at home. The Federal Store-Away Enlarger sets up for action anywhere . . . and folds away into its handy carrying case in just 39 seconds. So put your best foot forward in photography by equipping yourself with the Federal enlarger of your choice!

All Store-Away Junior enlargers are equipped with a 3½" f:6.3 Decar anastigmat enlargement lens that assures you sharp, clear pictures. The Federal Store-Away Junior Model 290 (illustrated) has diffused illumination ($43.95); Model 295 has condenser illumination ($51.95); and Model 269CL uses the Federal Cold-Lite unit ($57.95). All models are extremely versatile, even making direct-positive paper black-and-white enlargements from color transparencies. Ask your photo dealer to show you a Federal today.

Prices slightly higher on West Coast

FREE *Booklet "How to buy an enlarger" sent on request.*

Federal is America's Greatest Enlarger Value

FEDERAL®

FEDERAL MANUFACTURING & ENGINEERING CORPORATION
Photographic and Electronic Instruments
1055 STEWART AVE., GARDEN CITY, N. Y. L-50

WHAT'S AHEAD

(Continued from page 38)

to believe that behind the published statement, "We are pleased with the progress we are making," *does* rest a workable, and possibly entirely new, system of color photography. And to me this statement implies that Polaroid is fairly far advanced in developing its color process. Dr. Land is not too readily *pleased* in such matters, and certainly he must have approved this statement for publication.

What are some possibilities?

Going back for a moment into the history of the Polaroid Land camera and the method for producing pictures in 60 seconds, we can all recall that the first material introduced gave a sepia-colored print. When the sepia color of the print failed to incite customer enthusiasm, which (I believe) was contrary to the conclusions of a market survey that led Polaroid originally to adopt a sepia print, the material was altered to yield a black image. In any case, the primary goal of Polaroid's research efforts was to design a *print* producing process. It was not until early 1957 that a black-and-white transparency material was introduced for projection purposes, although the practicability of such a material had been demonstrated by Land much earlier. Therefore, as a first guess I would say that whatever color process Polaroid finally introduces, it will be for color prints.

Now, concerning the question as to the type of color reproduction procedure that might be used, we can first ask ourselves, "Will it be an additive or subtractive type?" This question has become so habitual in photographic color circles when discussions of new color processes arise that any other possibilities are disregarded. And in the event a new process is intended for color prints, the idea of applying the additive principle is almost invariably put aside because of its known shortcomings for color print purposes. Thus, we are left with the subtractive principle for further guesses about the Polaroid color process, unless we make the bold assumption that a different principle altogether has been found.

But let us consider the possibility that the process will be carried out in one step, following subtractive color reproduction principles. The negative material exposed in the camera, presuming it was a single layer panchromatic type, could be made to function as a blue, green, and red light separation mechanism by having three emulsions blended together. Some of the silver halide grains could be restricted in spectral sensitivity to blue light, whereas other grains could be separately sensitized for green and for red light respectively. The green and red light sensitive silver halide grains could be yellow dyed before blending with the blue sensitive com-

ponent of the final emulsion to prevent these grains from being exposed by blue light. Upon exposure to a subject the effective exposure at any point in the negative emulsion would depend upon the spectral composition of the light reflected from the various subject colors. But this in itself would not lead to a distinct three color *separation*, because exposure to a yellow subject color, for example, would cause both the green and red sensitive silver halide grains to become developable; thus, the silver formed in the area of the emulsion corresponding to the yellow subject could not be distinguished as coming from the green sensitive grains or the red sensitive grains. However, it would be conceivable to have different developing rates for the blue, green, and red sensitive grains to establish a three-phase, rate-dependent system.

As is well known, in the diffusion transfer reversal process utilized in the Polaroid Land camera system, the developer contains a silver halide solvent that forms a soluble complex with the *unexposed* portions of the emulsion, forming a potential positive image in terms of a concentration gradient. The silver halide complex diffuses over to a receiving surface containing finely dispersed nuclei which cause the silver ions of the complex to precipitate. The relative "blackness" of the image formed at any point on the receiving sheet at any time is, therefore, dependent upon the relative concentration of silver halide dissolved by the solvent. During the cyclic operations of dissolution and precipitation of silver, the order of the relative densities built up on the receiving sheet remains the same so that an acceptable *positive* print is formed once enough silver has been deposited to produce adequate blacks for good tone reproduction of the original scene.

Rate-dependent action

In a color print process some sort of a complicated rate-dependent developing action could be devised so that the blue, green, and red sensitive grains would form their respective negative images in sequence, and then the by-products of the negative development possibly could be used to control the rate at which the unexposed silver halide grains are dissolved. If, for instance, the development by-products *accelerated* the solvency action, then the final positive images on the receiving sheet would be formed successively in the same order as the blue, green, and red sensitive grains developed. It is stated in the literature, for example, that the silver halide solvency action of potassium thiocyanate is catalyzed by the presence of newly-formed silver metal. In a development reaction we can regard the negative image silver as a by-product of the reaction, although normally we think of the silver as being the end product.

(Continued on page 42)

THE HASSELBLAD IDEA

from this camera . . . a complete system for precision photography

Interchangeable magazines, when combined with interchangeable lenses, make the Hasselblad 1000F 2¼ x 2¼ single-lens reflex the most versatile camera in the world. You can set it up for virtually every shot known to photography in about seven seconds.

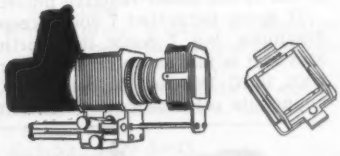
The Hasselblad also offers a single cut film adapter back, a transparency copy holder, a special sports viewfinder, a magnifying hood, a microscope adapter, extension tubes, and other accessories.

Precision-made in Sweden, the Hasselblad system reduces every photographic assignment to one basic camera plus required lenses and accessories. The Hasselblad 1000F Camera is $379.50 with 80mm F:2.8 Zeiss Tessar lens. For literature and the name of the Hasselblad dealer nearest you, write today to Dept. 16H, Paillard Incorporated, 100 Sixth Ave., N. Y. 13, N. Y.

Interchangeable Magazines—
Switch from color to black and white
Magazine #12—120 roll film
12 exposures, 2¼" x 2¼", $83.50
Magazine #16—120 roll film
16 exposures, 1⅝" x 2¼", $85.95
Cut film adapter back, $17.35
Cut film holder, $7.10

Magnifying Hood
(2½ power, focusing),
$35.75

Microscope
Adapter,
$24.00



Extension Bellows
(extension from 75 to 205mm), $115.50
Transparency Copy Holder, $33.75

Zeiss Distagon,
Wide Angle Lens
60mm, F:5.6,
$189.50

Zeiss Sonnar,
Long Focal
Length Lens
135mm, F:3.5,
$279.50

Zeiss Sonnar,
Telephoto Lens
250mm, F:5.6, $299.50

PAILLARD Incorporated, 100 Sixth Ave., N.Y., N.Y.

HASSELBLAD

3 Big Reasons

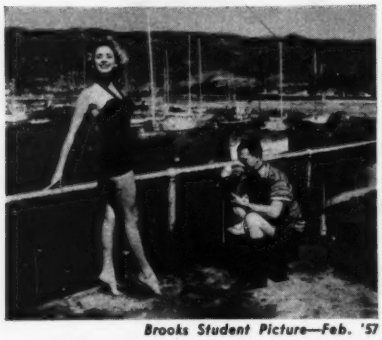
Why You Should

LEARN to EARN at... BROOKS INSTITUTE OF PHOTOGRAPHY

1 **Location**–in beautiful Santa Barbara with its semi-tropical climate–"Where the Mountains meet the Sea"

2 **Outstanding Teachers**–Every instructor a trained specialist with national and international reputations in their respective fields

3 **Successful Brooks Graduates**–over 95% of our hundreds of graduates are gainfully employed–many operating their own successful studios



Brooks Student Picture—Feb. '57

BROOKS INSTITUTE COURSES:

- **Complete 28-month Courses in:**
  Professional Portraiture
  Illustrative Photography
  Advertising, Fashion, General Commercial, Pictorial-Journalism
  Color Printing and Techniques
- **Short Courses**
  Tailored to individual's special needs. One week or more. May enter at any time.
- **Motion Picture Course**
  The only photographic school offering a Motion Picture Course... Commercial, Television, Documentary

Co-Educational • Approved for Veterans Placement Service

The Gateway to a Photographic Career

BROOKS INSTITUTE OF PHOTOGRAPHY

FREE Complete descriptive material of the unique BROOKS "Learn By Doing" system. Mail coupon today!

BROOKS INSTITUTE. Dept. 4
Santa Barbara, California
Gentlemen: Please send me full descriptive literature. I am interested in
☐ 28-month course ☐ Short Course (still)
☐ Motion Picture Course

Name.....
Street.....
City..... Zone.... State.....
☐ I am a Veteran ☐ Non-Veteran

WHAT'S AHEAD

(Continued from page 41)

Only the developer oxidation products, etc., are considered by-products, whereas in some instances, e.g., in color coupling development, the oxidation product of the developing agent represents the useful end of the reaction and the silver image actually *is* the by-product.

Up to this point we have the unexposed silver halides in various sections of the negative emulsion dissolving at different times according to the time intervals during which the blue, green, and red sensitive silver halide grains develop. When these dissolved silver halides diffuse over to the positive receiving sheet to precipitate their silver, the reaction would have to cause a yellow dye, a magenta dye, and a cyan dye to form successively, assuming that the blue, green, and red sensitive grains developed in this order. At the same time, the positive forming receiving sheet would have to lose its propensity to produce, say, a yellow dye, once the development of the blue sensitive grains of the negative emulsion was completed, etc.

Such chemical reactions as proposed above would be indeed difficult to work out, but not entirely impossible. However, it would not be necessary for *dyes* to form in the final reaction. The precipitating nuclei of the receiving sheet could be made to produce silver particles of the right dispersity to cause them to appear yellow, or a yellow silver compound could be formed during the development of the blue sensitive silver halide negative grains. Then, during the development of the green sensitive grains, a portion of the remaining nuclei with less reaction-promoting capacity than those utilized for the yellow image could form a silver deposit or silver compound of magenta color. And finally, during the development of the red sensitive grains, the relatively inactive nuclei left over could form a cyan-appearing silver deposit or silver compound. In other words, the precipitating nuclei on the color positive forming sheet would have to be present in terms of three degrees of reaction-promoting capacity. The nuclei of the highest degree of reactivity would be selectively utilized by the dissolved silver halides derived from the emulsion areas where the blue sensitive grains of the negative developed, etc. The selectivity would come from the fact that the most reactive nuclei would function ahead of the lesser reactive nuclei.

If space permitted I could keep on dreaming, but I doubt it's worth it. Maybe it is just as well if we patiently wait until Polaroid is ready to announce its color process.—THE END

LEARN FROM A PRO!

NEW!

HOW TO SHOOT WEDDINGS

by M. ARIN

A successful professional tells the secrets he has used to build a highly profitable specialty into a large business. Both amateur and professional will value the step by step instructions on every phase of black & white, and color. Over 100 illustrations, 144 pages

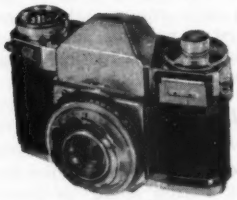
$3.95

Order from your dealer or

AMPHOTO

33 West 60th St., N. Y. 23, N. Y.
(add 3% for NYC delivery)

CONTAFLEX OWNERS



COMING
(Late April Delivery)

CONTAFLEX WAY

by H. Freytag

- First thorough and detailed manual to be devoted to the Contaflex.
- Up to date . . . covers all models.

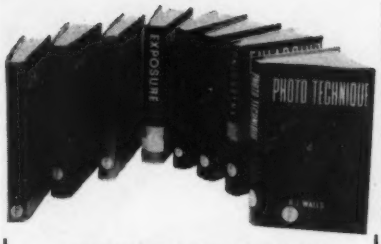
- Contains valuable information for all owners of Contaflex cameras.
- Covers use of all Contaflex accessories.

$4.50

Order from your camera store or

AMPHOTO

33 West 60th St., N. Y. 23, N. Y.
(add 3% for NYC delivery)



MANUALS OF PHOTO TECHNIQUE

Here is a series of advanced texts that belong in the library or lab of every serious worker. Each volume is comprehensive and self-contained—written by leading authorities of specialized experience and scientific responsibility.

PHOTO TECHNIQUE
Fundamentals and Equipment
by H. J. Walls, B.SC., Ph.D.
A basic volume designed to serve as a starting point for any detailed study, as well as a reasoned introduction to the fundamentals of practical camera work. 384 pgs., 66 photographs, 239 diag. $4.50

PHOTOGRAPHIC OPTICS
The Technique of Definition
by Arthur Cox, M.A., B.S.C., F.I.P.
No lens yet made is perfect, but this book shows that modern lenses will behave perfectly if used with understanding. 10th ed., 376 pgs., 352 diag. ..$5.75

EXPOSURE
The Fundamentals of Camera Technique
by W. F. Berg, D.SC., Ph.D., F.R.P.S.
With great accuracy and in much detail, this book helps you to pick the right tools and materials, to suit your filters to your film and your subject. 2nd ed. 432 pgs., 91 photographs, 110 diag. $5.00

PHOTOGRAPHIC ILLUMINATION
The Technique of Light
by R. Howard Cricks, F.R.P.S., F.B.K.S.
This work co-ordinates all reference material which the photographer may need on electricity, illumination and light sources. 320 pgs., 90 diag. $4.75

DEVELOPING
The Technique of the Negative
by C. I. Jacobson, Ph.D.
Two hundred formulae and tables in this book, with advice on their practical use. A guide to modern negative technique. 13th ed., 320 pgs., 81 photographs, 69 diag. $4.50

ENLARGING
The Technique of the Positive
by C. I. Jacobson, Ph.D.
Enlarging work is based on the ability to judge his negatives, to choose apparatus, paper and chemicals. This book helps professionals and amateurs alike. 15th ed., 304 pgs., 57 photographs, 79 diag. ..$4.50

RETOUCHING
Corrective Techniques in Photography
by O. R. Croy, Ph.D.
Methods, materials and tools for retouching are fully surveyed, critically analyzed and explained in detail. 200 pgs., 146 photographs, 158 diag. ...$4.50

COLOUR PRINTS
The Technique of the Colour Positive
by Jack H. Coote, F.R.P.S.
Goes into the various methods of making colour prints, covering in detail negative-positive processes such as Agfacolor, Gevacolor, etc. 320 pgs., 4 colour plates, diag. $4.95

SENSITOMETRY
The Technique of Measuring Photographic Materials
by L. Lobel, I.C.P. and M. Dubois, I.C.P.
Explains the basic facts which any photographer needs to know about emulsions and their properties. 246 pgs., 12 photographs, 90 diag. $5.00

FOCAL AMPHOTO

Books have been tested and are relied on by millions of camera users at all jobs and on every level. They are sound, up-to-date, and sold on a money-back guarantee of complete satisfaction. Some other titles are:

Technique of Bird Photography, by John Warham $4.95
Document Photography, by H. W. Greenwood $2.00
Leica, Contax, Retina, Rollei, and Contaflex Way .....(ea.) $4.50
Lighting for Photography, by W. Nurnberg $4.50
Making Lantern Slides and Film Strips, by C. D. Milner $3.00
Photographs and the Printer, by Frank Smith $3.00
Close Range Photography, by C. H. Adams $4.50

AVAILABLE AT YOUR CAMERA STORE OR

AMPHOTO 33 WEST 60TH ST. NEW YORK 23, N. Y.

Write for new catalog of 500 photo books

SALON Calendar

***SOUTH SHIELDS INTERNATIONAL EXHIBITION, South Shields, England**
Closes: June 6
Exhibit: July 6-27
Sponsor: South Shields Photographic Society
Entry Forms: E. C. Thorburn, 156 Coleridge Ave., South Shields, Co. Durham, Eng.

27TH MIDLAND SALON OF PHOTOGRAPHY, Didley, England
Closes: May 18
Exhibit: June 14-July 13
Fee: $1 for prints
$1 for slides
Sponsor: Photographic Federation, Midland Counties
Entry Forms: G. V. Billson, Grey Gables, 27 Thurnview Rd., Leicester, Leicestershire, Eng.

***10TH ANNUAL MAY SALON OF PHOTOGRAPHY, Springfield, Ohio**
Closes: May 10
Exhibit: May 14-27
Fee: $1 for four prints
Sponsor: Springfield YMCA Camera Club
Entry Forms: T. C. McMillen, YMCA, 135 N. Limestone St., Springfield, Ohio

4TH SALON OF NATURE PHOTOGRAPHY, Albany, N. Y.
Closes: Oct. 26
Exhibit: Nov.-Dec.
Fee: None
Sponsor: New York State Museum
Entry Forms: W. J. Schoonmaker, New York State Museum, Albany 1, N. Y.

***8TH ANNUAL SOUTHWEST INT. EXHIBITION OF PHOTOGRAPHY, Del Mar, Calif.**
Closes: May 29—Prints
June 6—Slides
Exhibit: June 28-July 7
Fee: $1 for four prints
$1 for four slides
Sponsor: Southern California Assoc. of Camera Clubs
Entry Forms: Mr. R. J. Smith, P.O. Box 3337, La Mesa, Calif.

***NORTHWEST INT. EXHIBITION OF PHOTOGRAPHY, Puyallup, Wash.**
Closes: August 31
Exhibit: September 14-22
Fee: $1 for four prints
Sponsor: Western Washington Fair and Northwest Council of Camera Clubs
Entry Forms: Western Washington Fair Association, Puyallup, Wash.

2ND EDMONTON INT. SALON OF COLOR PHOTOGRAPHY, Edmonton, Canada
Closes: April 8
Exhibit: May 10-11
Fee: $1 for four slides
Sponsor: Crossroads Camera Club
Entry Forms: Mrs. Val R. Cowie, Crossroads Camera Club, Edmonton, Alberta, Canada

*Use standard PSA practices.

There's a right ascorlight® for every camera owner!

Thanks to Ascor, the only maker of a complete line of speedlights—every beginner, advanced amateur and professional may obtain the speedlight equipment which best suits his particular needs and budget. Also, Ascor's exclusive "building block" design permits adding and interchanging power supplies, light units and accessories to meet future requirements as they arise, without making existing equipment obsolete. Visit your Ascor dealer—he'll be glad to help you select the right Ascorlight for you!

for the AMATEUR . . .

SERIES ascorlight 100

Professional quality, professional features . . . at prices within reach of every photo fan. Choice of 2 styles, each available in 2 models, one for 'X' synch cameras, the other for 'M' delay. Operates on AC and 4-20¢ photoflash batteries. 45 color guide number. A101, 'X' Delay, $29.95; A102, 'M' Delay, $38.95; A103 'X' Delay, $39.95; A104, 'M' Delay, $48.95.

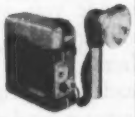
for the ADVANCED AMATEUR . . .

SERIES ascorlight 200

The two latest additions to the 200 Series, the A205 and A206 are light in weight, recycle in from 3 to 4 seconds and produce just the right amount of light for close-up and medium distance work. A205 operates on a 510 volt dry battery; A206 on a 4 volt rechargeable nickel cadmium battery. A205, $79; A206, $125 (batteries extra).

for the PROFESSIONAL . . .

SERIES ascorlight 400



The 100 watt-second Ascorlight A406 gives maximum output and even light distribution. Operates from a rechargeable, long-life nickel cadmium battery or AC. Higher powered 200 watt-second Ascorlight A405 also available. A406, $147; A405, $253 (batteries extra).

Write for complete data sheets and FREE 10-PAGE BOOKLET, "Boiling The Mystery Out of Speed Lighting" by Harry L. Parker.

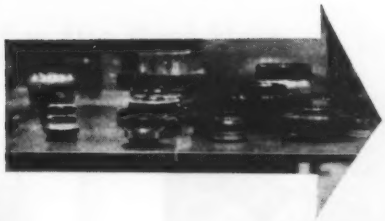
American Speedlight Corporation
Dept. MP-6, 63-01 Metropolitan Ave.
Middle Village 79, N. Y.

World Traveler—the Superb Bolex Movie Camera

Trust the Swiss craftsmanship of a Bolex for the refinements and precision that will make your travel movies clearer, easier, vastly more satisfying. Designed for unusual shooting convenience, Bolex 8mm cameras provide you with more features than other cameras, including such refinements as seven speeds for special effects, optical viewfinder, geared footage counter instead of the customary spring device, instant stop on rundown, and many other touches you expect only from the Swiss. Comparable only to the finest Swiss watch for craftsmanship, your Bolex comes to you from the house of Paillard, makers of Swiss precision mechanisms since 1814. Prices for the Bolex 8 and 16mm movie cameras range from $89.95 for the single lens 8mm model C-8 to $854.50 for the new 16mm, H-16 Reflex. (Camera shown is the 8 mm B-8 with Yvar ½" F:1.9 and 1½" F:2.8 lenses, at $222 complete.) Write today for literature and the name of your nearest Bolex dealer.

BOLEX A PAILLARD PRODUCT

PAILLARD Incorporated • 100 SIXTH AVENUE, NEW YORK 13, N. Y. • FINE SWISS MECHANISMS SINCE 1814



Exciting! International!

MODERN's on-the-spot editors

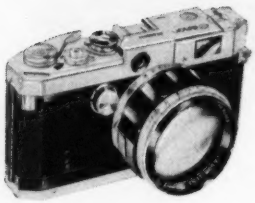
flash late equipment news from

IPEX

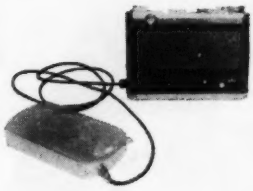
Everything was spinning at the National Guard Armory, Washington, D. C. Ipex, the first International Photographic Exposition to be held in this country (and the second to be held ever), attracted an estimated 100,000 spectators between its opening date, March 22, and closing, March 31. Roaming over a total of 30 acres, the public craned its collective neck at the displays put on by more than 200 exhibitors from here and abroad. Flashbulbs fired, movie cameras purred at the artful showmanship. There was a range of things to see, from the brick-paved Garden of Color to pictorial exhibits, and shining equipment that was lined up everywhere like bakery confections. While spectators' heads rotated in wonder, everything else rotated with persistence: cameras and lenses turned on pedestals; a monster-size plaster hand, holding a flash reflector aloft, spun on its pedestal; suspended in air, and as big as a steam ship trunk, a twin-lens reflex twirled slowly at the end of a wire; a huge wire globe turned on *its* axis as surely and slowly and sedately as the earth. Only an enlarger that moved slowly up and down without throwing the image out of focus for the full span of the show, didn't rotate. And in and out of the center garden, with its superstructure of floating pictures and colored panels, footweary spectators paused to listen to the splash of the fountain, and to smell the hyacinths. It was an oasis of a different sort, in the midst of the Armory's photographic splendor.

For MODERN's comprehensive equipment report, please turn page.

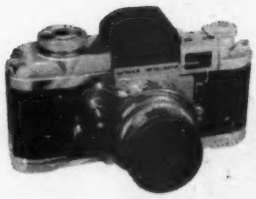
MODERN's editors report on seventeen new still



CANON L-1: Similar to Canon V (Japan) except for shutter wind-film advance lever on top, instead of handgrip lever on bottom; film rewind crank replaces knob on Canon V. $440 with 50mm f/1.2 lens shown. **CANON V-t** retains bottom lever action of Canon V, but has rewind crank added. $458.

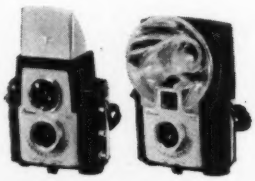


NIKON S2E: Essentially same 35mm camera as the Japanese Nikon S2 but has motor drive for rapid sequence work. Motor drive can be removed and camera operated manually. With motor, 3 pictures per sec. are possible. Power supplied by penlight batteries in vest pocket carrying case. Approximately $450.

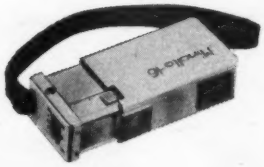


ALPA 6 35MM REFLEX CAMERA: Like the Alpa 5, the new Swiss camera model features eye-level reflex focusing and viewing. In addition, a prism rangefinder has now been added to the center of the groundglass. Rewind is improved. Speeds 1 to 1/1000 sec. With automatic f/1.8 Apochromat lens, $469.

DeJUR D3: Coupled rangefinder has been added to this German-made 35; separate viewfinder. Has interchangeable 45mm f/2.8 lens, rapid film transport, 1-1/300 sec. shutter, self-timer, flash sync. Accessory lenses couple to rangefinder. $59.50.

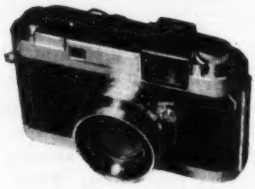


BROWNIE STARS: Kodak goes to 127 film size with two new box cameras. Starflex, left, provides picture size viewfinder image. $9.95. Starflash, right, has integral flashgun, eye-level viewer. $8.50. Both can make super slides from 127 Ektachrome; have two EVS (similar to LVS) lens settings, double exposure prevention.

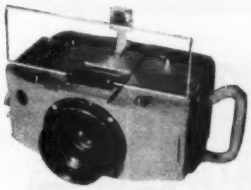


MINOLTA 16: Sub-miniature Japanese still camera is smaller than pack of cigarettes, has f/3.5 lens, speeds from 1/25 to 1/200 sec. 20-exposure cassettes in color or black-and-white are available. $39.95 includes case, hand strap, closeup lens, yellow filter.

MINOLTA A-2: This 35mm Japanese camera features 5-element 45mm f/2.8 Rokkor lens, behind-lens leaf shutter with speeds of 1 to 1/400 sec., projected bright frame viewfinder coupled with rangefinder, rapid wind lever, special flash guide. $69.95.

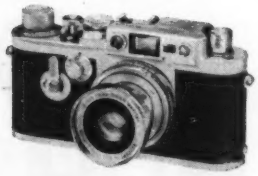


WALZ SIII: Japanese 35 with 7-element 48mm f/1.9 Kominar lens, Copal shutter 1-1/500 & B, self-timer, M-X sync at all speeds. Combined range-viewfinder, with frame ground on rear window. One-throw lever wind, crank rewind, self-setting counter. $99.95. Walz 35 S, with f/2.8 lens. $69.95.



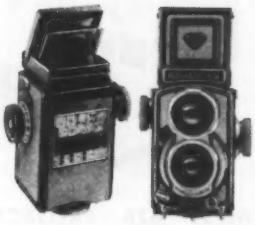
PANORAM: Wide-angle camera makes 4 shots, 7 x 2¼ in. on 120 film. Single speed 1/100 sec. only. Has detachable film magazines and ground glass back. It's made of light-weight aluminum alloy. With 5-inch non-focusing Ross f/4 lens, $169.50. With focusing mount, electronic flash sync, $199.50.

cameras that were on display at Ipex for the first time



LEICA IIIg: Strong resemblance to Leica IIIf cameras. However, this German model has built-in bright-frame parallax correcting viewfinder with larger optical system, automatic flash sync. Shutter speeds are 1 to 1/1000 sec. set on two dials. With new Elmar 50mm f/2.8 lens, $273.

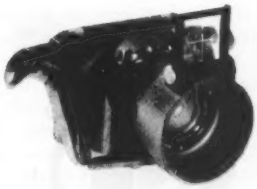
ASAHIFLEX IIA: Single-lens reflex waist-level operating 35mm camera is Japanese-made. It features speeds 1/2 to 1/500 sec. with focal plane shutter, instantaneous spring operated mirror return, eye-level optical viewfinder, preset diaphragm on lenses. $119.50 with 5 element f/2.4 Takumar lens.



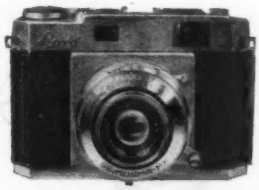
ROLLEIFLEX 4 x 4: German makers revive famous "baby Rollei" discontinued since pre-war. Gives 12 negatives 1 1/2 x 1 1/2 in. on 127 film. Has LVS Synchro Compur shutter, 1-1/500, X-M sync, self-timer, automatic film transport, 60mm f/3.5 Schneider Xenar lens, gray leather finish. $133.65.

ACCURAFLEX: Twin-lens reflex made in Japan has 75mm f/3.5 Accurar taking lens, Accurapid leaf-type shutter with speeds of 1 to 1/300 sec., self-timer, automatic film stop, semi-automatic film loading, side-knob focusing, ground glass magnifier. $59.95.

NIKON FISHEYE: Special 120 roll-film Japanese camera makes 2 1/4 x 2 1/4 pictures, has special 16mm lens covering 180°, is designed for meteorological and astronomical work. Camera box has speeds of 1/2 to 1/200 sec., apertures of f/8, f/11 and f/16, built-in orange red, UV filter. No price.



KONICA AERIAL: Japanese. Spring motor advances film, cocks shutter, counts exposures, each time shutter is released. Gives 10 exposures (within 15 seconds) on 120 roll film. Weighs 4 lbs. Fixed focus 135mm f/3.5 (to f/22) Hexanon lens in 1/50-1/400 shutter. About $650. Also to be made with 85mm lens.



LORD IV B: Made in Japan, it has semi-wide angle 40mm, 5-element, f/2.8 Highkor lens in Seikosha MX shutter, speeds 1-1/500 & B. Very rapid focusing; click stop at 9 ft. for fixed focus setting. Combined range-viewfinder. Folding crank rewind; 1 1/2 stroke lever film advance. $59.95.

BIG NEWS! NEW COLOR FILMS, NEW PAPERS

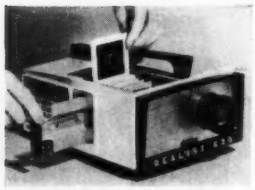
Great new films and papers were the outstanding products at IPEX: Super Anscochrome *(page 68)*; Ilford and Kodak variable contrast papers *(page 78)*; Ektachrome in 127 size for super slides *(page 64)*; Kodak Royal-X Pan ultra high speed film *(page 35)*—all drew the close attention of photographers. But there were even more significant events.

To us, the primary one was the coming of 35mm color negative film. Kodak announced availability, in 100 ft. rolls, of Kodak Ektacolor Film SO 1185. A New York color processor is already marketing it in 36 exposure cartridges and supplying processing services. And that's not all we found!

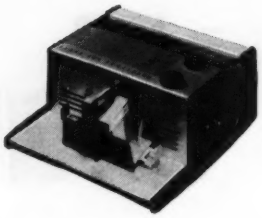
Agfa, the greatest name in European films, is coming back into the American market with a major effort. First products to arrive (perhaps this summer) will be 35mm Agfacolor Negative Film CN 17 and Agfacolor CU 18, a fast transparency type color film.

Why all the excitement about 35mm color negative? Well, a single film can be used with any light source (colors are balanced in printing) and from it can be made color slides, either same size or enlarged, Type C color prints, or regular black-and-white enlargements.

Besides cameras, there was plenty of accessory equipment



REALIST 620 PROJECTOR: Aluminum 300-watt, blower-cooled slide projector for 2¼ x 2¼ slides fills 60 x 60 screen at 12 feet. Manual slide carrier blacks out screen while slides are changed. Has 5-inch f/3.5 coated lens, adapter for showing 35mm slides, space to store 40 slides in top of projector. Made in U. S. $39.95.

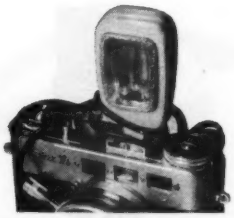


KODAK 300: Compact projector for 35mm, Bantam, or 38mm super slides intermixed. Takes up to 36 in ready-mounts. Uses new, short, 300-watt lamp, 4-in. Ektanon lens for bigger screen image. Turbine blower cooled. With Readymatic changer, $59.50; with Airequipt Magazine Changer, $69.50.

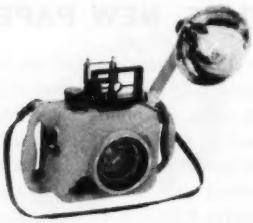
KODAK ROTARY FLASH-HOLDER: Six tiny M-2 flashbulbs in a magazine load go into this and can be fired in rapid succession. Back of gun is pulled out, turned, released, to bring new bulb into position. Type 1 gun has Kodalite fittings. $9.95. Type 2 fits accessory shoes, also has universal bracket. $11.95.

GRAFLEX STROBOMITE: Small 50-watt sec. speed light is powered by 4 D-cells, said to give about 180 flashes; also 110 volt AC operation. 1/1100 sec. flash; recycling time 6 sec. AC, 10 sec. battery. Guide number for Kodachrome 24. $64.50.

RI POWERGUARD ELECTRONIC FLASH: Compact American flash unit operating on A.C. or 4 D-cells. Flash head fits neatly onto battery pack when not in use. Unit turns itself off when capacitors are charged. Has claimed guide no. of 80 with Kodachrome, ½ power switch, built-in flash calculator. $79.50.

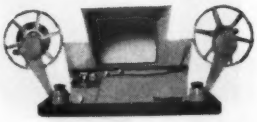


RECTABLITZ ELECTRONIC FLASH: Tiny French-made unit weighs only 1½ ounces, has guide no. of 35 for Ektachrome, flash duration of 1/500 sec., built-in test light. Re-charging time is 10-15 secs. Shoe of unit fits accessory clip of camera. Leather cased power pack uses 3 D-cells. $69.50.

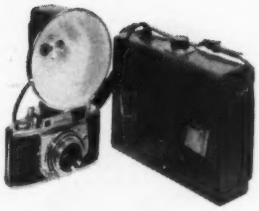


CANON UNDERWATER HOUSING: Designed for Canon 35mm cameras. Has external controls for diaphragm, focusing, shutter speed, film advance and shutter cocking. Provision for flash. Filter may be removed from lens under water. Large viewfinder. Shockproof, rustproof. Japan. No price.

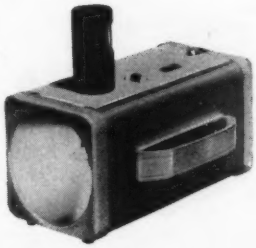
SEKONIC L-21 EXPOSURE METER: Japanese exposure meter has automatic built-in booster for low light levels. As calculator dial is turned toward low light readings, booster is switched on. Besides large range of shutter and lens openings, meter reads in Polaroid and LVS numbers, clip-on incident light attachment. $14.95.



MANSFIELD HOLIDAY 8MM EDITOR: Large 4½ x 6-in. viewing screen. All aluminum die-cast body. Foldaway geared rewinds with 400-ft. film capacity. Separate splicer holds cement and stores on side of viewer. Film path has nylon gear. Focusing control and film marker. Price, $64.50.



FR ELECTRONIC FLASH MODEL 160: Leather cased American-made portable unit with built-in recharger for re-energizing the four D-cells which power the flash. The model will also operate on A.C. house current. No guide number given. Rechargeable D-cells will list at about 25¢ apiece. Price of Model 160, $69.95.



HEILAND STROBONAR 60-S: Self-contained speed light to act as "slave unit" for remote operation. One 240-volt Eveready 491 battery gives 1,000 flashes; guide number of 50 with Anscochrome-Ektachrome daylight type. $79.50.

BELLOWSMAT: Extension bellows made in Japan for Exakta, Praktica, Pentacon, Leica-thread lenses, features movements similar to those on view camera—calibrated rising, falling front, swings, tilts. It has magnification scales for various focal length lenses. $34.95.

THERE WERE SO MANY NEW PRODUCTS, WE COULDN'T INCLUDE PHOTOS OF ALL

Want a twin lens 2¼ x 2¼ reflex with extra long focal length lenses? The **Sem Studio** has Berthiot 150mm f/5.4 taking lens, lever wind, shutter speeds from 1 to 1/400 sec. There's also a **Sem Automatic 3.5B** with 75mm f/3.5 lens and automatic lever operation.

Accessories for the Nikon camera include a tiny **35mm viewfinder** which fits inside the camera case while in position, a **bellows focusing attachment,** life-size luminous **frame finders** in various focal lengths, and a **parallax correcting closeup attachment.**

Four new lenses for the Canon camera were shown—135mm f/2.5, 200mm f/3.5 in reflex housings, 28mm f/3.5 and 35mm f/2.8, in lightweight mounts.

Six lenses for the Asahiflex, Takumar 50mm f/3.5, 58mm f/2.4, 83mm f/1.9, 135mm f/3.5, and 500mm f/5 lenses were introduced.

Exakta camera lenses included a 35mm f/4 Schneider Radiogon in preset mount and a 35mm f/2.8 Auto-Quinaron by Steinheil in automatic mount.

Other lenses seen were a 50mm f/1.1 Nikkor **for the Nikon,** 52mm f/3.5 Lithagon **for the Hasselblad,** 150mm f/4 Soligor for the **Soligor 66,** 135mm Steinheil Tele-Quinar f/3.5 **for the Braun camera,** 300mm Steinheil f/4.5 Tele-Quinar adaptable to many cameras, **3 new Schneider lenses for the Linhof** 2¼ x 3¼ cameras and a **2000mm Tewe Telon Votar f/10** lens.

Tiny low priced B-C flashguns were the order of the day. **Amplex** showed two, made in Europe, solely for baseless bulbs. Among folding fan types, the **Walz Flash Master** folds up to form its own case; a two-way **Praco** takes baseless bulbs on one side, midget bases on the other. **Heiland Foto-Mite** guns are now available in several bright colors.

Nickel cadmium dry cells are gaining for small speed lights. The **Megalume 4** is a 100-watt sec. portable so powered; the manufacturer also showed nickel cadmium batteries and chargers for other units.

The **Heiland Permacad** charger is for all nickel cadmium D-cells. Other Heiland items: **Prox-O-Lite** circular flashtube head for macro-photography; **Strobonar 63-B** with solenoid tripping switch for press cameras.

FR Corp. speed light devices included: new 25 cent D-cells (not nickel cadmium) said to be rechargeable, and recharger to go with; **Portable Power Pack** for D-cell operation of the AC powered Model 140 unit; remote control photoelectric **slave unit for Model 140.**

Departure from D-cells is the 4½ volt **Eveready 736** battery (about $1) in the **Hico-Lite Model 371;** said to give 200-250 flashes.

The **Brockway Norwood Director S** meter closely resembles the former model, but is made in Japan instead of the U. S. and has improved scales, including LVS, Polaroid numbers.

The **Walz color meter** gives direct readings of light in degrees Kelvin and indicates which, if any, filters are necessary to correct color balance when using color film.

Among the new 35mm slide projectors were the **Leitz Prado SM 300** with lenses of four different focal lengths. **Kindermann Automatic** is first European unit to feature auto slide projection. It has 300-watt lamp, uses Bell & Howell type slide trays. **Hi-Fi Mansfield** projector can be adjusted from 300- to 500-watt projection. Mansfield also had a straight 500-watt unit. An integrated one-piece slide projector-tape recorder, the **Maestro II** of **La Belle** allows a full hour slide show. The **Keystone 310** 300-watt has an automatic changer.

The **Ansco Dualet** for 2¼ x 2¼ slides (same as Realist 620), is blower cooled with a 300-watt lamp, has a cast aluminum body. **Brumberger's Armchair Automatic Timer Plus Remote Control Power Pack** attached to that company's 140 2¼ x 2¼ projectors gives automatic operation.

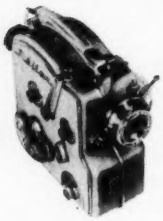
There were many slide viewers. The **Opta Vue 2¼ Custom Viewer** and **Argus Color Viewer** both featured built-in illumination for magnified images of 2¼ x 2¼ slides. A new **Ansco Universal Viewer** for 35mm slides folds. Both **Kodak Deluxe Transparency Illuminator Model II** and the **Ideax Idealite** had 10 x 10 inch illuminated surfaces for displaying transparencies.

Opta Mount Binders for 35mm and 2¼ x 2¼ slides are of styrene. The same company also has **New Lo Dia-Cover Glass** to prevent Newton Rings.

New type projectors require new, **smaller projection lamps.** General Electric, Radiant, Sylvania, and

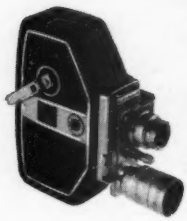
FOR MORE NEW ITEMS, SEE PAGE 123

There was much new movie making equipment in 8 & 16mm

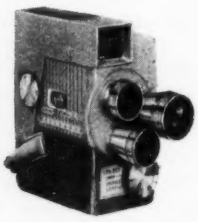


CAMEX REFLEX: First 8mm camera with through-the-lens focusing and viewing. Made in France. Roll film loading. Speeds from 8 to 32 fps. Backwind. Frame counter coupled to footage counter. F-numbers visible from rear. Interchangeable lenses in bayonet mount. From $199.00 without lens.

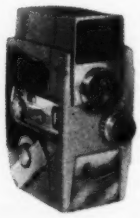
BELL & HOWELL 252TA: Combines three-lens turret with Sun Dial operation. The roll film Monterey 8mm 252TA has Super Comat 10mm f/1.9 fixed focus lens; converters for wide-angle and tele effects. Viewfinder shows field for three lenses. Single frame control; 10 ft. film run. $99.95.



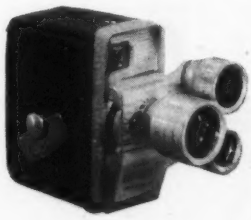
BELL & HOWELL 240 SERIES: Spool loading, in single lens, two and three lens turret models. Film capacity, 100 ft. Spring motor run is 32 ft. on one wind. Has 8, 16, 24, 32, and 48 fps, plus single frame. Automatic threading. Die-cast aluminum construction with leather trim. From $179.95.



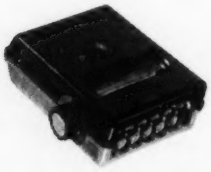
WOLLENSAK 43 8MM CAMERA: Has fixed focus, normal 13mm f/1.9 lens and turret with 9mm f/1.9 wide angle and 32.5mm f/1.9 converter lenses. Depth of field scale is engraved on all lens barrels. Built-in filter dial system. Exposure dial coupled to f-number control of camera. $99.50.



REVERE EYE-MATIC: First U. S. made, completely automatic 8mm movie camera. No battery or motor. Just aim, press the button, and shoot. Camera sets correct exposure. Will be made in single lens, turret, spool, and magazine-load versions. Also operates semi-automatically. No price.



KODAK MEDALLION 8: Two models. One with turret, other with single lens. Both magazine. Turret model has converters for 9mm wide angle and 24mm telephoto effect. Adjusting exposure dial of either camera sets f-numbers. Die-cast aluminum construction. Single lens, $99.50, turret model, $149.50.



WALZ MOVIE METER: Designed specifically for use with color film and simple movie cameras at 16 frames per sec., this tiny Japanese device gives direct readings in f-numbers. Knob at side sets meter for use with daylight or Type A film. $5.95.

EUMIG 16: Austrian. Semi-automatic exposure setting, with built-in meter geared to lens diaphragm. Has 25mm f/1.9 Eumigar focusing lens. Takes 100 ft. 16mm Cine roll film. Viewfinder for exposure setting and viewing is mechanically geared to lens for full parallax control. No price.

ELGEET AUTO-EX: For 8mm movie cameras. Lens and exposure meter in one mount. Meter is geared to lens. Arrow and needle in transparent housing (arrow) are lined up, automatically setting f-number. Lens is 12½mm f/1.9 in D mount. Calibrated for exposure indexes of 10 and 16. $59.50.

Some items at the show already have been seen in MODERN

CAMERAS

Ambi Silette: 35mm camera with behind-lens Synchro-Compur LVS shutter, interchangeable lenses (*Photokina Report*, Jan. 1957).

Agfa Automatic 66: eye-level folding bellows type 2¼ camera with built-in exposure meter which automatically controls shutter speed (*Photokina Report*, Jan. 1957).

Exakta VX IIa: 35mm eye-level prism reflex with interchangeable lenses, bayonet mounted. Internal improvements over older Exakta VX (*Photokina Report*, Jan. 1957).

Linhof Super Technika 4 x 5: press camera whose lensboard tilts 15° front and back on pivots set so lens moves around its nodal point (*Photokina Report*, Jan. 1957).

Linhof Technika Press 23: 2¼ x 3¼ press camera with rigid mount for series of helical focusing, interchangeable lenses which cam-couple automatically to view-rangefinder (*Photokina Report*, Jan. 1957).

Lordomat C-35: 35mm camera with behind-lens shutter, interchangeable lenses, built-in exposure meter (*Photokina Report*, Jan. 1957; *New Products*, Feb. 1957).

Minolta Autocord L: 2¼ twin-lens reflex camera with built-in exposure meter; employs modified LVS in addition to regular f-numbers and shutter speeds (*New Trend in 2¼ x 2¼ Reflex Cameras*, Nov. 1956).

Praktica FX3: 35mm eye-level prism reflex with completely automatic built-in diaphragm control (see Praktica FX2, *Photokina Report*, Jan. 1957).

Praktina FX: 35mm eye-level prism reflex with automatic diaphragm-actuating mechanism built directly into camera body; completely integrated system of accessories (*Fastest 35mm Reflex Camera*, Mar. 1957).

Regula IIId: 35mm camera with behind-lens Prontor shutter, wide range of interchangeable lenses, built-in exposure meter (*Photokina Report*, Jan. 1957).

Retina Reflex: 35mm single-lens eye-level prism reflex with interchangeable front lens components (*Photokina Report*, Jan. 1957).

Ricoh 500: 35mm viewfinder camera featuring extremely fast operation, combined coincidence range-viewfinder (*New Products*, Feb. 1957; *5 New Cameras Spark a Trend*, Mar. 1957).

Voigtlander Vitessa T: 35mm camera using body shell of collapsible bellows Vitessa line, but featuring rigid front and interchangeable lenses (*Photokina Report*, Jan. 1957).

Rolleiflex 3.5G: 2¼ twin-lens reflex camera featuring 5-element taking lens, built-in exposure meter, automatic depth-of-field indicator (*Are the New Rolleis Really Better?*, May 1957).

Yashicamat: automatic 2¼ reflex camera featuring Lumaxar viewing and taking lenses, Copal shutter (*New Products*, May 1957).

Zeiss Contaflex III and IV: 35mm single-lens eye-level prism reflex with Synchro-Compur LVS shutter and interchangeable front lens components (*Photokina Report*, Jan. 1957).

Zeiss Contina III: rangefinderless 35mm camera with interchangeable front lens components (*Photokina Report*, Jan. 1957).

Zeiss Ikoflex IIc Favorit: twin-lens reflex camera with built-in exposure meter; incorporates LVS system (*Photokina Report*, Jan. 1957).

LENSES

Dual-Range Summicron f/2 for Leica M3: 50mm lens with dual focusing range; one 3 ft. 4 in. to infinity, the other, parallax corrected from 9 in. to 2 ft. 9 in. (*Photokina Report*, Jan. 1957).

Novoflex Follow Focus: focusing pistol grip mount for 240mm or 300mm f/4.5 Novoflex lens (MODERN *Tests the Latest*, Dec. 1956).

Rodenstock Lenses for 35mm Single-Lens Reflexes: 7-element, 30mm f/2.8 Eurygon in fully automatic mount; 5-element, 135mm f/4 Rotelar in automatic mount; 4-element, preset 180-mm f/4.5 Rotelar (*Photokina Report* Jan. 1957).

35mm Summaron f/3.5 for Leica M3: wide-angle lens with auxiliary wide-angle view attachment which fits over regular range-viewfinder window (*Photokina Report*, Jan. 1957; *New Lens Combination Adapts M-3 Finder to 35mm Field*, Mar. 1957).

Telestigmar: convertible lens for 35mm single-lens reflexes; focal length can be varied from 175mm to 315mm by screwing and unscrewing series of front and rear lens elements (*Photokina Report*, Jan. 1957).

ACCESSORIES

Bino-Foto: complete outfit for taking pictures through binoculars with most cameras; includes Bino-Foto binoculars, mounting brackets, combination lens hood and iris diaphragm (*Shoot Through Binoculars*, Nov. 1955).

Bino-Foto Binoculars: specially designed, Japanese-made 7-power binoculars (*Shoot Through Binoculars*, Nov. 1955).

Bushnell Teledapter: adapter designed to permit use of Bushnell Spacemaster telescope with any 35mm or 2¼ reflex camera, plus 8mm and 16mm movie cameras (*New Products*, Apr. 1957).

Minolta Parajuster: platform for twin-lens reflex camera which allows adjustment after focusing in order to compensate for parallax error (*You'll Get More with Accessories*, Apr. 1956).

Opta-Vue 300 Slide File: plastic file for 300 35mm slides; incorporates Film-Gard, a chemical designed to preserve slides and protect them from airborne bacteria (*New Products*, May 1957).

ELECTRONIC FLASH

Ascorlight M-403: continuous light adapter which makes it possible to use flash tube of electronic flash unit as viewing light (*New Products*, Mar. 1957).

Ultrablitz Models Rocket D, Jet, Rocket WL, and Supreme: electronic flash units featuring variable angle of illumination (*4 Novel Speed Lights*, May 1957).

FLASH

Minolta Jr. BC Flashgun: plastic flashgun with collapsible aluminum reflector, built-in exposure dial (*New Products*, Feb. 1957).

EXPOSURE METERS

Gossen Color Temperature Meter: meter measures the incident light falling on a subject, indicates color and number of filter to be used as well as color of light in degrees Kelvin (*Photokina Report*, Jan. 1957).

MATERIALS

127 Ektachrome: transparency color roll film which will produce super-size slides without cropping picture area (*Ideal Super Slide Size: 127*, page 64, this issue).

Ilford Multigrade Paper: variable contrast paper; three filters, "low," "medium," and "high," control contrast (*Now! 3 Variable Contrast Papers*, page 78, this issue).

Kodak Polycontrast Paper and Filter Kit: variable contrast paper; contrast can be controlled by projecting negative through any of seven plastic-mounted filters (*Now! 3 Variable Contrast Papers*, page 78, this issue).

FOR MORE ITEMS SEEN, SEE PAGE 122

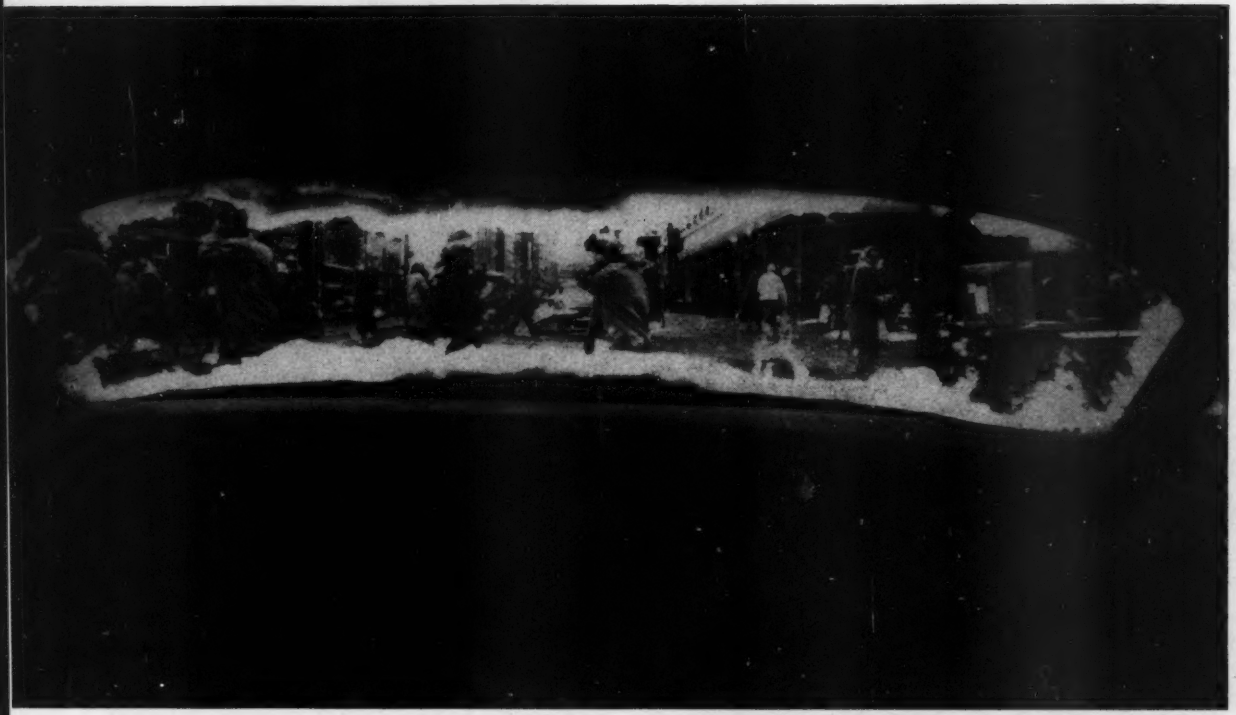
WHAT MAKES A FORCEFUL PICTURE?

Versatility of small cameras and accessory equipment gives magazine photographers edge in annual news contest

WIDE-ANGLE LENS: GREATEST AID

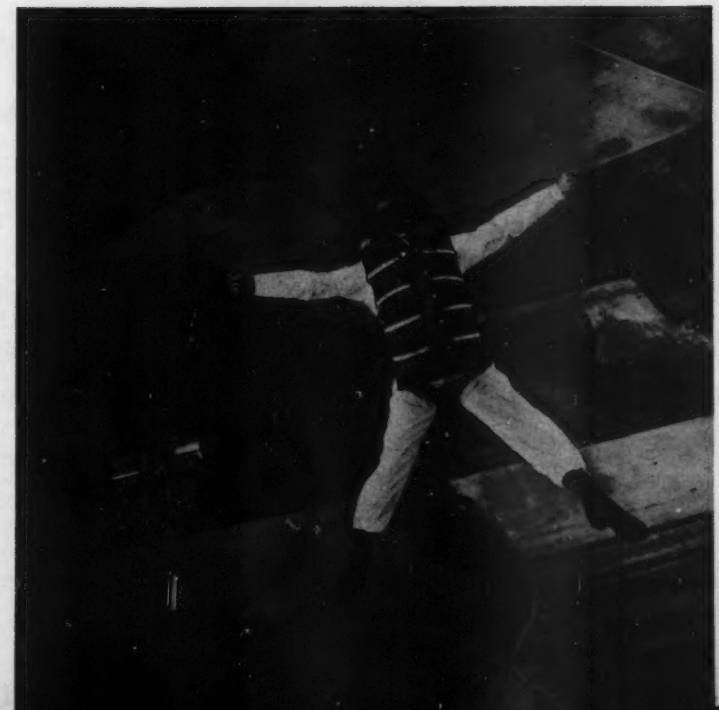
Almost standard equipment for the photographer who works a beat for magazines such as *Life* or *Look*, the wide-angle lens has proved one of the most useful accessories for getting pictures with impact. In tight, often dimly lighted places, many a magazine photographer will combine 35mm camera with fast film and fast lenses, as Leonard McCombe (Time, Inc.) did to make his picture, "Kim Novak Enters Dining Car," *left*. Here, wide-angle lens permitted McCombe to tell the whole story of Novak and admirers. Because of great depth of field afforded by the lens, foreground Novak is recognizable, while distant background faces are sharp. Forcefulness comes from the form of the picture and is made by imaginative use of equipment. The newspaper assignment, usually requires flash and, for newsprint reproduction, at least 4 x 5 negatives. Ira Rosenberg's powerful portrait of acid-blinded Victor Riesel *(above)* for the *New York Herald Tribune*, is certainly a stopper. But it would have been even more forceful if the clenched fists loomed larger in the foreground—which could result from a wide-angle lens. Both pictures were winners in the annual contest sponsored by the Nation Press Photographers Assn., and Encyclopaedia Britannica. For some other winners, turn page.

WHAT MAKES A FORCEFUL PICTURE?



Extraordinarily different approach to the newspaper picture: Bill Peery's "Cold Weather Assignment."

From how high an angle can you ▷ shoot? Ask Richard Stacks, who shot down on high flying parachutist.



Charles Hoff nails jumper in better-than-average sports coverage, *left*. Magazine photographer Villet's handshake, *below*.

FRAME, ANGLE, LIGHT MAKE THREE NEWS SHOTS

The approach of the magazine photographer, the attempt to make a "different" picture from a common event (Grey Villet's "Kefauver Handshake," for Time, Inc. *at right*) has proved contagious. Newspaper photographers making their rounds have showed a decided turn toward interpretation of event rather than the straight, recording shot. Sent out to cover a snow storm, Bill Peery, of the *Denver Rocky Mountain News*, made a departure from the usual newspaper storm shot when he framed the snowy outdoors in the rear window of an automobile, *top, page 54*. Richard Stacks' "Sky Diver," *bottom, page 54*, for the *Baltimore Sun*, shows selective choice of angle which gives impact to picture. Stacks could have made other interpretations, but here, sprawled out on space, parachutist makes incongruous sight against the quilt-like earth below. In sports, the quality of flash-on-the-camera pictures—for magazines as well as papers—has been frequently non-outstanding. Yet there is some unusual sports reportage as the *New York Daily News* picture, "Leaves Bar Without a Drop," by Charles Hoff, indicates. Sidelighted, the jumper's muscle structure appears in sharp highlight and shadow which gives tension to the picture as he hangs in air.

Designed to encourage photo-journalism, the annual competition considers the contribution of the photographer himself as much as the news value of the picture. When properly combined, these elements make forceful pictures.

Creative Enlarging Part 3:

HOW & WHY 3 PHOTOS BECAME 1

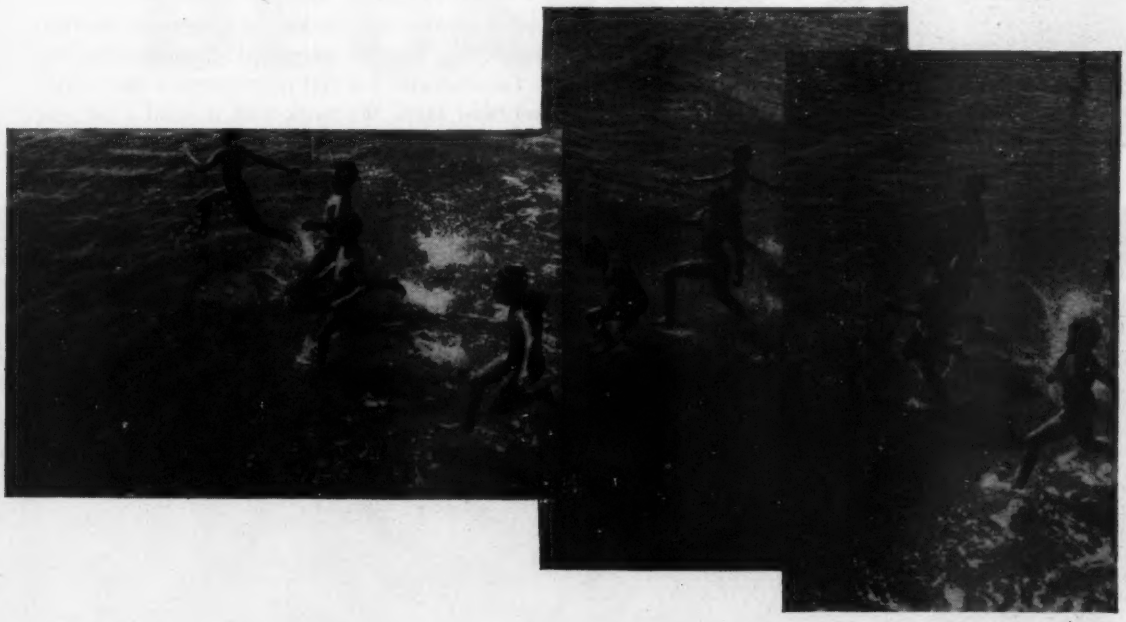
What price originality. Where does truth depart and prevarication begin? What is a white lie and what deceit? These problems face the writer as he decides on fiction or non-fiction, also the painter who conjures the scene remembered from summers before or invented. What of the photographer? What must be real before his camera; how much invented?

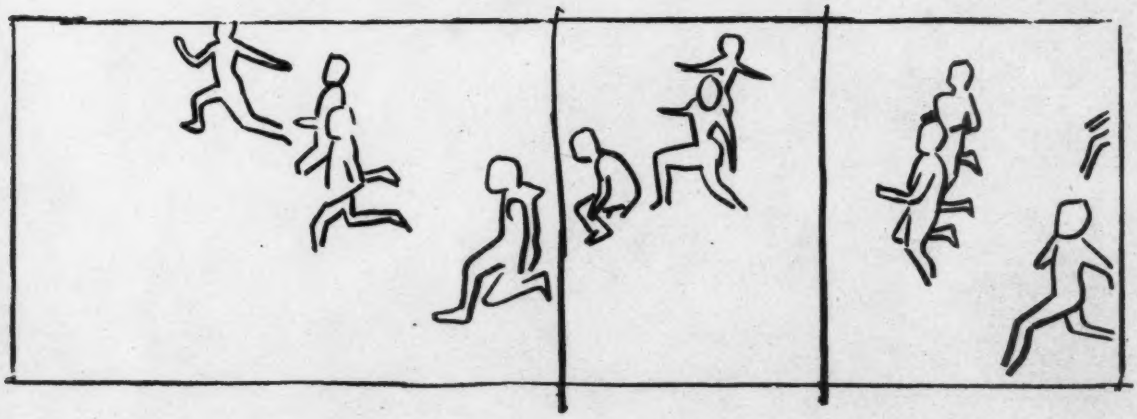
Here is Harold Feinstein. It is his problem. He has three negatives. Apart they mean nothing. If they could somehow be incorporated into one unit they would have life, a meaning. He perfects a multiple printing technique which produces the picture below. Is it a lie, a deceit, is it fictional photography? Is it allowable?

This is not the place of final judgment. But Feinstein has not tried to serve us documentary photojournalism. He only concocts an interesting, creative work of photography. Has he succeeded? Examine the end result. Forget the means. Conscience? Let the photographic end result speak for itself. We do not twist facts. We work with it, lend a helping hand. How? Let's follow Feinstein and find out.—H.K.

FIRST SELECT NEGATIVES, FIT THEM TOGETHER, MAKE TRACING

What negatives are best to use for multiple printing? Preferably, the pictures should have some variation in background texture—such as water or a cloudy sky—so that the places where the pictures will be joined on the final print will not be too noticeable. The photographs should have been made at about the same time of day, from the same angle, at about the same camera-to-subject distance. Negative density and contrast should be about the same, highlight and shadow angles should match each other. Other combinations are possible but let's take things easy at first. When you have such negatives, examine the contact sheet and see which frames could be combined into one print. Cut out the individual frames from the contact sheets and shuffle them around like a jig-saw puzzle until the three pictures seem to fit as one *(see photos below)*. Now make enlargements of each negative to the size that the subject will appear on the final print. Glue them in position on a large piece of cardboard. Next, take tracing paper and draw the outline of your final print. Inside this outline trace the main subject figures and the vertical or horizontal lines where each picture will join the next. This tracing will serve as an enlarging easel guide. It should look like the drawing *below*.





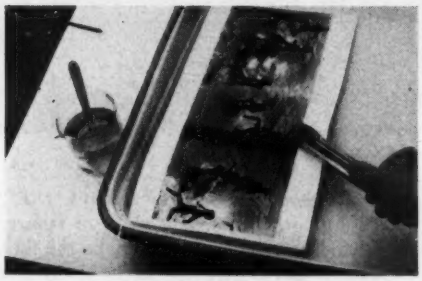
THEN MAKE A MULTIPLE PRINT ON A SINGLE PIECE OF PAPER

You'll need a good easel in which the drawing can be taken out and replaced in exactly the same position a number of times. Position the tracing securely in your enlarging easel and put the first negative into the negative carrier of the enlarger. Move the easel under the enlarger until the projected image matches the tracing. Without moving the easel, turn off the enlarger, slide the tracing paper out and replace with the actual enlarging paper. Make the exposure while holding a piece of cardboard over the rest of the enlarging paper. Keep the cardboard in motion slightly as you would when dodging a regular print. The line between the pictures should not be too sharp. After exposure, take out the paper, mark it so that you can later replace it exactly in the same position in the easel, put the paper in a light-tight box and replace the tracing in the easel. Put the second negative in the negative carrier and position the easel so that its projected image matches the tracing. Then replace tracing paper with the same piece of enlarging paper used for the first exposure and make the second exposure. This time shield with two pieces of cardboard both the part of the enlarging paper already exposed during the first exposure and the part of the enlarging paper not yet exposed. Keep the cardboards moving. If you were to develop the paper now it would look like the picture *top above*. However, replace the tracing paper again, and position the easel for the third exposure. Shield the paper already exposed during the first two exposures. Now develop the paper. It should look like the picture *directly above*. Note that the areas where the pictures are joined overlap slightly. This is achieved by letting each image overlap a bit into the unexposed paper during enlargement. It's better to overlap than to have a white line such as between the two images in the picture at *very top*. It's easier to tone down a dark area than fill in a large light one. How do you now remove the dark bands between images so that the picture looks like one print? Turn the page and see.

BLEND IMAGE ENDS WITH SPOTONE, FERRICYANIDE

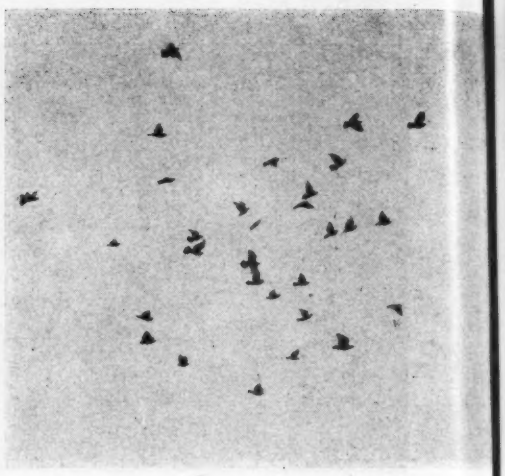
1. To lighten dark bands between images, raise print from hypo, rub dark area with towelling moistened with potassium ferricyanide solution.

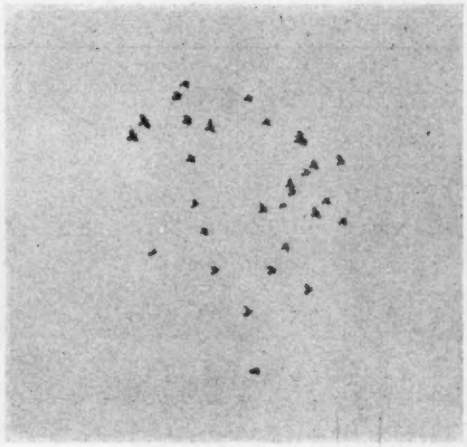
2. For small areas to be lightened, use brush dipped in potassium ferricyanide. Solution is made by dissolving dessicated chemical in water until liquid is color of weak tea.

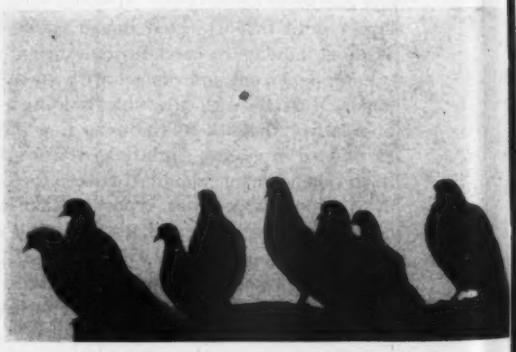


3. After treatment with ferricyanide replace print in hypo. It accelerates bleaching then stops it. You can lighten any area thus. Do in several steps. Not all at once.

4. To darken light areas, use Spotone No. 3 (see May issue of MODERN). With Spotone you should be able to eliminate all remaining traces of where each image met the other.







HOW FAR CAN YOU GO WITH MULTIPLE PRINTING? TURN PAGE TO SEE WHAT FEINSTEIN DID WITH THESE 9 PICTURES

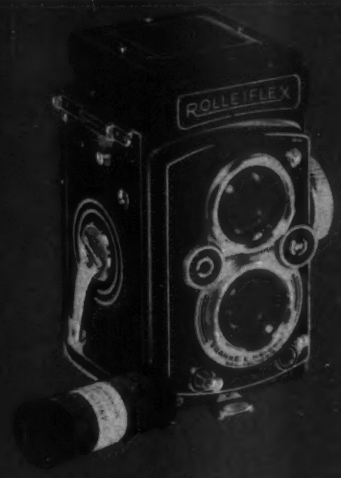
IDEAL SUPER

SUPER SLIDES WITH 127 FILM

Now that 127 film is available in transparency emulsions the advantages of the super slide can be had without the waste accompanying the use of 120 film. Super slides give a larger screen image than 35mm slides. With a camera like this one, a 127 adition of the Rolleiflex, 12 super-size slides are shot on one roll of film. No cropping, either in the camera or after the film has been developed, is necessary.

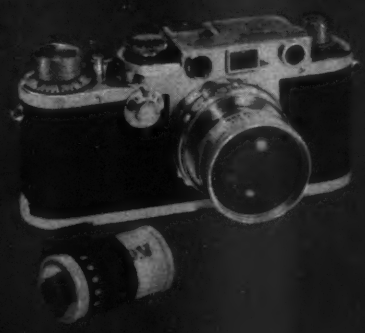
SUPER SLIDES WITH 120 FILM

The 2¼ x 2¼ reflex camera offers a comparatively large transparency format. However, the transparencies require rather expensive mounts and are bulky to store. One answer for those who own reflex cameras and want to shoot transparencies is the super-size slide. The 1¾ x 1½ size of the super slide makes it possible to fit them in 35mm projectors. A certain amount of film (indicated by white outline) is lost in cropping the slide.



SLIDES WITH 35MM FILM

Until recently, most amateurs and many professionals stuck to the 35mm camera for color work. One advantage is the availability of at least three color emulsions in 35mm cartridges. Another advantage is the 20 and 36 exposure loads are obtainable. Many of the favorable factors for 35mm are also found in the new 127 size. The super slide arose from a desire for a larger slide size for projection on the part of many amateurs.



SLIDE SIZE: 127

AN OLD FILM size—127 roll film—is about to stage a comeback in a big way. While 127 has been available in many black-and-white emulsions and in Kodacolor, a negative color material, there has been no 127 transparency film. Now, Eastman Kodak has decided to make Ektachrome film in 127 rolls.

With the issuance of a transparency film in 127 size, MODERN'S editors are going right to the end of the limb with a prediction that 127 will have a terrific impact on the amateur photographic scene and on the kind of camera coming off the design boards in the very near future.

But why 127 in a transparency film? Undoubtedly, the reason is the wide acceptance of the super-size slide. Normally, super-size slides are shot on 120 roll film. The excess film is masked off, either in the camera or after processing, and trimmed before mounting in a slide binder. A significant amount of film area is wasted. With 127 film, nothing is wasted.

The film can be exposed for the 1½ x 1½-in. picture area of the super-size slide, getting twelve exposures on a roll. The transparencies are then mounted in binders without trimming.

Slides will be returned already mounted by the processor. Kodak is introducing a new cardboard mount for the 127 super-size slides. It will be somewhat heavier than those we've seen. Much of the buckling previously noted in super-size slides seems to have been eliminated.

For black-and-white film shooting, 127 film offers a larger negative area than does 35mm. Enlargements made from the square 127 negative can show appreciably better quality than comparable 35mm enlargements in the hands of competent darkroom workers. However, results obtained from the square 127 negative are not quite up to the quality obtainable from the larger 120 negative. In the opinion of several professional photographers the 127 negative was as easy to use in the darkroom as the 2¼ x 2¼ negative and considerably less trouble than 35mm.

Here's why we think 127 will mean a new trend in cameras!

In the past, 127 lost its popularity for one reason—the lack of a color transparency film in that size. Now Eastman has supplied the missing factor.

We dug up one of the old 127 Rolleiflex cameras that were discontinued several years ago. The camera looks very much like a miniature of the standard 2¼ x 2¼ model using 120 film. It was equipped with an f/2.8 Xenar lens.

Photographer Leo Stashin was asked to go out and shoot pictures under conditions that he normally encounters. Stashin is an available light specialist. This is what he told us after using the camera:

"The camera performed beautifully. It's small enough to be almost invisible unless *(Continued on page 131)*

Brett Weston's Assignment:

SHOOT WITH THE POLAROID CAMERA!

DR. EDWIN LAND SAID to Brett Weston: "I'm giving you our camera with an ulterior motive!"

He knew that Brett would have been happier with a view camera on a tripod, for that's what Weston has been using for many years. And it would have been possible to supply him with a special 4 x 5 experimental view camera back, employing Polaroid Land emulsions. But Dr. Land wanted to see how his picture-in-a-minute camera and film would fare when a professional photographer attempted to get results suiting his own strong personal style, without benefit of special aids or equipment.

So, Brett got a standard Model 110 Pathfinder camera, and he agreed to use it hand held, just as the average owner of a Polaroid Land camera would. His aim was to suit his own picture taste and see how far the Polaroid materials could suit it too; he did not want to fit his vision to the camera and film. After brief preliminary testing to gain familiarity and facility, he packed his Polaroid camera in with other equipment he was taking on a long swing around the country.

What Weston learned

One of Brett's first discoveries was the importance of coating the Polaroid prints carefully, thoroughly, and immediately. The coating has several important functions. It serves as a physical barrier against abrasion, fingerprints, and dirt. Also it seals out the air, protecting the print against fading and various chemical changes that might affect the picture in time.

He noticed that the emulsions tended to become "warmer" in overall print tone the longer they were left uncoated, an effect particularly noticeable in hot weather. This, incidentally, is the first step on the road to fading images!

The Polaroid materials are sensitive to temperature—that is, the films develop faster in hot climates, slower when it's cold. Experimentally inclined amateurs may find that a slight change in exposure and development time will give better results when using the camera in an unaccustomed climate.

Brett did much of his work with Type 43 film. This emulsion builds up contrast with increases in development time. So Weston found he could control values in the print by varying exposure-development relationships. His procedure was to expose for the highlight areas (depending on how bright they were supposed to be) and then develop until the darker tones were in the desired relationship to the light ones. With this control, he was able to get appreciable variation with a given subject. Thus, the manipulations of exposure-development relationships which he normally carried through all stages of negative exposure, negative development, print exposure, and print development, were combined in one brief operation. *(Continued on page 131)*

SHEEP: Dull light, low contrast subject, high wind and flying dust make this difficult subject. Weston extended development time with Type 43 film to increase contrast, produced this fine record of flock on the move.

ACTOR: Jason Robards, Jr. beside photo of him as Hickey in *The Iceman Cometh.* Light was "open shade" on street. Normal development.

FERN: Traditional view camera subject, but shot handheld. One of six, all good, but all differing in exposure and length of development.

FASTEST COLOR FILM EVER!

NEW SUPER ANSCOCHROME HAS EXPOSURE INDEX OF 100

IT'S HERE AT LAST, a general purpose color film that can match the speed of most black-and-white types, that finally frees photographers from the handicaps of slow emulsions, the need for long exposures, the limitations on action stopping, and most of the other things that have cramped the use of color when the light is less than gleaming bright.

Its name is Super Anscochrome, and it's a companion film to the regular Anscochrome marketed by Ansco, Binghamton, N. Y. Incidentally, Ansco will continue to make the regular Anscochrome, which has a normal exposure index of 32 in daylight. So, for the first time you'll have a choice of film speeds within a single brand of color film.

Consider what an exposure index of 100 in daylight means. Outdoors on a sunny day, with an average subject, normal exposure would be 1/100 sec. at between f/11 and f/16. Amazing, isn't it? And that's not all. Super Anscochrome can be "pushed" by special development. We found that at an exposure index of 150 there was no noticeable loss in color quality compared to pictures made using the "normal" 100 index; at 200 the color quality fell off, but not too badly.

Super Anscochrome is being introduced in the 120 roll and 35mm film sizes. A sheet film is bound to follow. If the 127 roll film size makes a firm comeback, and we think it will (see *page 64*), Super Anscochrome may well appear in that format at a later date. At present, only a daylight type Super Anscochrome is available. Certainly, there will be versions balanced for use with artificial light (flash, floods, etc.).

Mind you, we have no timetable of Ansco's intentions, but this diversification is logically to be expected. And we believe that by the time those various sizes and types are available Super Anscochrome will have left an historic, indelible mark on color photography—super-speed color film is here, to stay.

How good is this film?

Let's take it for granted that Super Anscochrome is as fast as advertised. That's only one aspect. What about the color fidelity, the contrast, the sharpness, the graininess, the overall ability of the film?

MODERN's editors had the opportunity to work with about 25 rolls of 120 film, from two emulsion batches, and a few 35mm cartridges. These were all pilot run production, with slight variations in color balance, contrast, and so on, which would normally be improved when film production hits full scale.

Our experience indicates that Super Anscochrome has more to recommend it than mere speed. Here's a summary of its characteristics, as we found them.

Color quality: This is most important, for what good is a color film if the colors are poor? Super Anscochrome's colors were very pleasing, and showed good

FAST ACTION IN DIM LIGHT ▷

If you're accustomed to shooting sunsets at slow shutter speeds, with camera on tripod, get set for a new idea. Using normal exposure index of 100, Stan Wayman shot at 1/125 sec. and f/4.5 with a Rolleiflex.

MAN-MADE LIGHT

Super Anscochrome's extra high speed opens up wonderful possibilities for bounce flash with blue flashbulbs, lets you use small speed lights where big, high-powered equipment was necessary before. For this blackest cat: Exposure index 100; two low-powered electronic flash units; 4 x 5 Graflex with 120 roll holder; lens at f/22.

JOHN WOLBARST

TERRIBLE WEATHER

Even under the worst possible conditions it's still possible to shoot handily and get pleasing results. Imagine how dark it was here that using an exposure index of 150 Norman Rothschild had to shoot at f/2.8 and 1/25 sec. with his Hasselblad. Yet, he could still make a handheld exposure, which would have been difficult, if not impossible, with a slow film.

JOHN WOLBARST

SOFT TWILIGHT TONES

The warm light of late afternoon is great for color portraits, but it's not very bright. Here, film was exposed at index of 150, processed accordingly. This very high speed allowed an exposure of 1/125 sec. at f/5.6, using 120 roll holder on 4 x 5 Graflex.

TO STOP FASTEST ACTION

No problem now about getting both high shutter speed and a deep zone of sharp focus. Stan Wayman found that on a bright beach he did fine with exposures of 1/500 sec. and f/8 or f/11. And this is with the "normal" Super Anscochrome exposure index of 100.

RESISTS BLUE SHADOWS

Anscochrome has long been known for its ability to hold colors in the shadows, with little or no tendency to turn blue. Super Anscochrome appears to have the same qualities. Here Jacques Lowe carefully metered the bright side of the girl's face for exposure at a "normal" index of 100. Note how the warm brown tones have simply trailed off into darkness with little color shift.

EXPOSURE INDEX 400

Just to show you how it looks, here's Super Anscochrome "pushed" to about the absolute limit. There's much loss of density in the shadows and poor color quality.

fidelity to those of the subjects photographed. We know of no color film which gives *absolute* fidelity, nor do any film manufacturers claim this. The colors in Super Anscochrome are just about the same as in regular Anscochrome. They are somewhat softer and less contrasty than the colors in Kodachrome. This is particularly noticeable when parts of the subject are in deep shadow. Super Anscochrome holds deep shadow detail and color astonishingly well. In this respect, we would say that it is an ideal film where the final result is photo-mechanical reproduction, as in this magazine, or for making color prints.

Sharpness and graininess: Super Anscochrome appears to be just about as good as regular Anscochrome in its ability to render sharp detail. We got the impression that it showed slightly more graininess than regular Anscochrome exposed and processed normally (exposure index of 32), and perhaps showed less graininess than regular Anscochrome when the latter was used at an exposure index of 100 and so processed.

Here's an important aspect of the sharpness-graininess matter. When our Super Anscochrome slides were sharply focused, little or no graininess was apparent in projection, nor was graininess objectionably noticeable even when slides were examined with a 10X magnifier. However, the least bit of unsharpness (due to bad focus or camera shake) caused the images to appear quite grainy, with heavy loss of detail, when we used the 10X magnifier.

This side effect of unsharpness on the apparent graininess is not exclusive with Super Anscochrome. It's true throughout photography. But we did find it particularly noticeable with this film.

Is this a "special" film?

We are so accustomed to thinking of "slow" color film that Super Anscochrome may be in danger of being classified as a special applications material—sort of a "good for someone else but not for me" attitude on the part of picture takers. This is wholly a misconception, in our opinion. We see an exposure index of 100 as valid for color film as for black-and-white. After all, color films have been "slow" only because manufacturers didn't know how to make them "fast."

Super Anscochrome should open entirely new areas for color photography. It should broaden the base of color picture taking to include virtually any conditions in which black-and-white can now be used. It will change the idea that color pictures are something you shoot only outdoors; the color camera will be in your home and office, snapping by available light.

One of the interesting things about Super Anscochrome is that it is completely compatible with all the current processing techniques for Anscochrome. That means that processors now doing a good job with your Anscochrome slides will handle Super Anscochrome in exactly the same manner.

Let's sum up this way. We tested Super Anscochrome carefully, were amazed at its speed, pleased with its performance, thrilled by what it offered in the way of new fields of color photography.—JOHN WOLBARST

GETTING THE MOST OUT OF SUPER ANSCOCHROME

DAYLIGHT EXPOSURE: Normal exposure index is 100, for use with ASA calibrated meters. Below, basic daylight exposures at 1/100 sec.

bright sun front light	bright sun side light	bright sun back light
f/16	between f/11-f/16	f/11
EVS 14½	EVS 14	EVS 13½
hazy sun	bright overcast	dull overcast
f/11	f/8	f/5.6
EVS 13½	EVS 12½	EVS 11½

EVS (or LVS) refers to the new Exposure Value Scale system of exposure control. No filters are necessary in daylight.

FLASH: Color rendition is "warm" and pleasing with blue flashbulbs. Direct flash guide number at 1/50 sec. and slower, with No. 5B or Press 25B bulbs, is 180-200. Divide guide number by flash-to-subject distance in feet—result is f-number to use. Bounce flash exposure guide, below, is for No. 5B or Press 25B bulbs, with flashgun aimed straight up at 8-10 ft. high, white ceiling. Distances are from edge of flashgun to subject. Use shutter speed of 1/30 sec. or slower.

3-4 ft.	5-8 ft.	9-11 ft.	12-15 ft.
f/6.3, 8, 9	f/5.6, 6.3, 8	f/4, 4.5, 5.6	f/2.8, 3.5, 4

Underlined f-number is most likely to give best results under average conditions. These are tentative recommendations.

SPEED LIGHTS: Excellent results with amateur type units. Without filter, colors may be on the "cold" side. Ansco suggests UV-15 or 81A filter to "warm up" tones.

Guide numbers for speed lights vary widely, depending upon power, design, and efficiency. Therefore, tentative guide numbers below are based on your speed light's results with Kodak processed Kodachrome, Daylight Type.

if guide no. for Kodachrome is	try Super Anscochrome guide no. of
28	80
35	90
60	175
75	210

PROCESSING: Super Anscochrome processing is compatible with that for regular Anscochrome and may be done by your color finisher. Super Anscochrome may be "pushed" to higher exposure indexes by changes in processing times. Critical development times are listed below.

exposure index	first developer	color developer
100 (normal)	15 min.	14 min.
150	19 min.	16 min.
200	22 min.	16 min.

178 ~~101~~ PICTURE MARKETS

So your pictures have matured and are ready for market—the subject matter is interesting and well presented, and the prints speak for themselves in terms of darkroom technique. But how do you go about herding them off to the *right* market?

MODERN has compiled a list of 178 potential markets for your black-and-white and color. Analyze them carefully and hit those to which you feel qualified to sell. Be sure your material is suited to the market for which it is intended, and large enough to meet its minimum requirements. Miniature camera enthusiasts will be pleased to note the increasing number of markets open to 35mm color. Preferred print size is still 8 x 10.

By following the suggestions on these pages for preparing and submitting material, you'll assure your pictures the best possible chance with a busy editor.

P.S. It's a wise marketeer who maintains his own marketing file—and keeps it up-to-date on 3 x 5 index cards—M. T.

GENERAL INTEREST

All-Pets Magazine, P. O. Box 151, Fond du Lac, Wis. B & w pix of pets of all types, particularly pedigreed animals, and pix of interest to animal fanciers or pet shop owners. Unusual shots. Pay $2.50 up on acceptance.

American Home, 300 Park Ave., New York 22, N.Y. Pix with caps. on how-to-do-it, home making, or home maintenance. Pay varies on acceptance.

American Zionist, 145 E. 32 St., New York 16, N.Y. Pix illus. life in Israel. Pay $6 on acceptance.

Audubon Magazine, 1130 Fifth Ave., New York 28, N.Y. B & w pix, usually to illus. mss., of mammals, birds, insects, plants, and scenics. Pay $3 ea.; $15 for covers. Pay on publication.

Color Magazine, 427-A S. Broad St., Philadelphia 47, Pa. B & w pic. stories of Negro life, achievements, etc., with action, drama, and social impact. Color pix of newsworthy activities of Negroes or Negro-whites, prominent persons in theatre or sports. Min. size color trans. 4 x 5. Pay $4-$7 for b & w; $25-$150 for color covers. Pay on publication.

Compact, 52 Vanderbilt Ave., New York 17, N.Y. B & w pix of personalities. Color trans. occasionally accepted. Pay on acceptance.

Cosmopolitan Magazine, 57 & Eighth Ave., New York, N.Y. B & w and color singles and pic. stories; glamour, scenics, travel, religious, personalities, news features, human interest. Min. size color trans. 2¼ x 2¼. Prefer query before submission. Pay varies on acceptance.

Daily Word, Lee's Summit, Mo. B & w and color to illus. poems and ideas; mostly scenic and seasonal. Min. size color trans. considered for cover, 4 x 5. Pay $5-$6 for b & w; $25-$50 for cover. Pay on acceptance.

Dance Magazine, 231 W. 58 St., New York 19, N.Y. B & w singles and pic. stories; superior photos of dance subjects and personalities. Pay $5-$10 on publication.

Down Beat, 2001 Calumet, Chicago 16, Ill. B & w singles; popular music and jazz. Pay $5 on publication.

The Far East, St. Columbans, Neb. B & w pix of children, close-ups, especially subjects from the Far East, Japan, Korea, Philippines; also Fiji Islands, Burma, and South America. Pay $5-$6 on acceptance.

Front Page Detective, 261 Fifth Ave., New York 16, N.Y. B & w singles and pic. stories with caps. on crime. Pay $10 for singles; $75 up for pic. stories. Pay on acceptance.

Hadassah Newsletter, 65 E. 52 St., New York 22, N.Y. B & w pix pertaining to Israel. Pay $8 on publication.

House Beautiful Magazine, 572 Madison Ave., New York 22, N.Y. Color and b & w pix with caps. to illus. mss. on architecture, decorating, food, travel, and building. Pay on publication according to use.

House & Garden, 420 Lexington Ave., New York 17, N.Y. B & w and color singles and pic. stories; travel, decoration, gardening. Pay varies on acceptance.

Household Magazine, 912 Kansas Ave., Topeka, Kans. B & w and color pix for specific departments: travel, homes and remodelings, gardening, and foods. Min. size color trans. 4 x 5. Pay $5-$25 for b & w; $40-$125 for inside color; $125-$250 for color covers. Pay on acceptance.

Inside Detective, 261 Fifth Ave., New York 16, N.Y. B & w pix with caps.; spot news pix of crimes. Pay $10 on acceptance.

Intimate Romances, 295 Madison Ave., New York 17, N.Y. B & w romance-type pix; also color cover pix of attractive, fresh-looking young girls, girl heads, seasonal, etc. Min. size color trans. 5 x 7. Pay $15-$35 for b & w; to $200 for covers. Pay on acceptance.

Jet Magazine, 1820 S. Michigan Ave., Chicago 16, Ill. B & w and color pix of celebs, entertainment personalities, sports figures, public affairs, gimmicks and gag pix, cheesecake; Negro interest. Min. size color trans. 4 x 5. Pay $10-$25 for b & w. Color price open. Pay on aceptance.

Jubilee, 377 Fourth Ave., New York 16, N.Y. B & w singles and pic. stories; travel, oddities, religious, human interest. Pay $10 on publication.

Lights & Shadows, 2801 Cheltenham Ave., Philadelphia 50, Pa. B & w and color pix of human interest, sports, outdoor, scenic, and seasonal. Min. size color trans. 4 x 5. Pay $5-$10 for b & w; $25-$125 for color covers. Pay on acceptance.

Look, 488 Madison Ave., New York 22, N.Y. B & w and color pix in sequence stories about people and their activities, animal stories, exceptional singles. Min. size color trans. 35mm. Pay top magazine prices. Pay on acceptance.

Modern Screen, 261 Fifth Ave., New York, N.Y. Pix with caps.; also to illus. mss. on motion picture stars. Pay $12 up for b & w; higher rates for color.

Natural History Magazine, 79 St. & Central Park West, New York 24, N.Y. B & w and color pix of natural history, animals, birds, insects, flowers, native life, cultures, and peoples. Min. size color trans. for cover, 35mm. Pay $5-$7.50 for b & w; $75 for color covers. Pay on acceptance.

Night & Day, 114 E. 32 St., New York 16, N.Y. B & w pix of action, entertainment, sports. Color pix of women for cover use. Min. size color trans. 4 x 5. Pay $15 for b & w; $75 up for b & w sets; $100 for color covers. Pay on publication.

Now Magazine, 114 E. 32 St., New York, N.Y. B & w and color singles and pic. stories; glamour, oddities, personalities, news features, human interest. Min. size color trans. 4 x 5. Pay $100 for color; varies for b & w. Pay on publication.

Pageant, 535 Fifth Ave., New York 17, N.Y. B & w pix of all subjects. We want exciting, revealing, significant, or really amusing pix. Also color pix for back covers only. Pay $100-$500 per picture story. Pay on acceptance.

Paris-Match Magazine, 220 E. 42 St., New York, N.Y. B & w singles and pic. stories; news, human interest, sports. Color for feature articles only. Min. size color trans. 35mm. Pay varies on publication.

Popular Gardening Magazine, 530 Fifth Ave., New York, N.Y. B & w pix of flowers, landscapes, and outdoors. Query first. Pay $5-$10.

Richfield Western Wild Flower Book, Walter C. Hughes, Jr., Hixson & Jorgensen, Inc., 3540 Wilshire Blvd., Los Angeles 5, Calif. Color only; close-ups of wild flowers (sufficient detail for identification, natural backgrounds) and scenic landscapes showing wild flowers in bloom. Only photos taken in Calif., Ore., Wash., Idaho, Nev., or Ariz. considered. Exclusive rights, except book and magazine, bought. Each shot should be labeled to show names of photographer and flower, where and when exposed. Pay $10 for close-ups, $25 for landscapes. Deadline June 1, 1957. Rejects returned about Oct. 15, accepted shots Jan. 1958.

The Saturday Evening Post, Philadelphia 5, Pa. Photographs from free lancers purchased mostly by definite assignment in connection with specific illustrational needs. Good rates on acceptance.

Startling Detective, 67 W. 44 St., New York 36, N.Y. B & w pix with caps. on crime and new developments in the fight against crime. Pay $5 on publication.

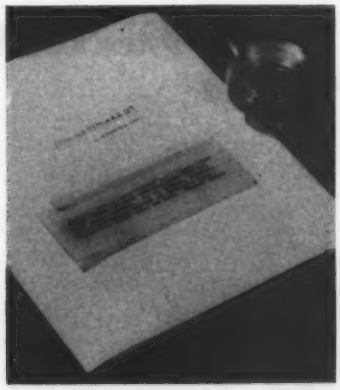
Town & Country, 572 Madison Ave., New York 22, N.Y. B & w and color pix. Use 35mm, 2 x 2 Rolleiflex, and 4 x 5 color trans. Pay varies on publication.

HOW TO PREPARE PRINTS FOR MAXIMUM EFFECT ON A BUSY PICTURE EDITOR

Editors have little patience with prints that curl. Double-weight glossies lie flat, reproduce well. Do not submit negatives unless requested.

Do a careful spotting job on your prints to give them a professional finish. Toning is unnecessary and excessive retouching is taboo.

A rubber name-and-address stamp is impressive, but a pen can be used if you don't press too heavily, or let ink sink through print.



Captions should note who, what, where, when, why, and how—technical data if required. Attach with acetate tape, never with glue.

Mounts trimmed to print size serve to protect during handling. However, 16 x 20 salon-type mounts are clumsy, corners easily damaged.

Avoid using staples, paper clips. Editors can't use damaged prints, and you'll have to make new ones if you wish to submit them elsewhere.

Vision Magazine, 60 W. 55 St., New York 19, N.Y. B & w singles and pic. stories; spot news, features for news magazines, accent on Latin America, only current material. Pay $10 up on publication.

FOR WOMEN

American Baby Magazine, 220 Fifth Ave., New York 1, N.Y. B & w singles and pic. stories: babies; travel, personalities, human interest, in relation to baby, expectant mother and new mother categories. Pay $5 on acecptance.

Baby Post, Inc., 30 E. 60 St., New York 22, N.Y. B & w singles and pic. stories; babies. Pay $6 on publication.

Baby Talk Magazine, 149 Madison Ave., New York 16, N.Y. B & w pix of babies and toddlers engaged in daily routines. Also covers.

Charm Magazine, 575 Madison Ave., New York 22, N.Y. B & w and color pix on assignment. Pay varies.

Ladies' Home Journal, 1270 Sixth Ave., New York 20, N.Y. Use a few b & w stock shots—mostly children. Color pix; mothers and children, romantic scenics. Min. size color trans. 35mm; prefer 4 x 5 or larger. Pay depends on size and use. Pay on acceptance.

McCall's Magazine, 230 Park Ave., New York, N.Y. B & w and color singles and pic. stories; babies, oddities, personalities, human interest. Min. size color trans. 35mm. Pay $150 per page for b & w, $350 per page for color. Pay on acceptance.

My Baby Magazine, 302 Fifth Ave., New York 1, N.Y. B & w pix of babies, children under three, expectant and new mothers, subjects of interest to expectant mothers. Pay $5-$10 for singles; $25-$50 for pic. stories. First rights. Pay on publication.

FOR MEN

Army Times, 2020 M St., N.W., Washington 6, D.C. B & w singles and pic. stories; glamour, oddities, decoration, personalities, news, human interest. Pay varies on publication.

Challenge for Men, Phil Hirsch, Editor, 444 Madison Ave., New York, N.Y. B & w singles and pic. stories; glamour, adventure, offbeat sports. Emphasis on action pix. Pay $10-$25 for singles; $50 per page for pic. stories. Pay on acceptance.

Comedy Magazine, 655 Madison Ave., New York 21, N.Y. B & w pix of charming girls, cheesecake, interesting party games, satires, comedy situations. Pay $6 on publication.

Esquire, 488 Madison Ave., New York 22, N.Y. B & w and color singles and pic. stories; single pix acceptable only if unusually newsworthy; entertainment, active sports, attractive women, informal camera visits with famous men or women. Predominantly male readership. Min. size color trans. 35mm. Pay ASMP rates on acceptance.

The Family Handyman, 117 E. 31 St., New York 16, N.Y. B & w action shots of home repairs, before-and-after scenes, home-made devices to simplify work. Pay $7.50 per pic. on publication.

Focus, 655 Madison Ave., New York 21, N.Y. B & w sets; do not buy single pix unless spectacular. Can use color singles for cover. Cheesecake, action, personities, entertainment, animals, children, oddities. Min. size color trans. 35mm. Good rates on acceptance.

Jest Magazine, 655 Madison Ave., New York 21, N.Y. B & w pix of charming girls, cheesecake. Pay $6 on acceptance.

Joker Magazine, 655 Madison Ave., New York 21, N.Y. B & w pix of charming girls, cheesecake, trick shots, interesting party games. Pay $6 on acceptance.

Leatherneck Magazine, Box 1918, Washington, D.C. B & w and color pix concerning Marines or the Marine Corps; full-length pin-ups. Min. size color trans. for cover, 4 x 5. Pay $3-$7.50 for b & w; $50-$100 for color covers. Pay on acceptance.

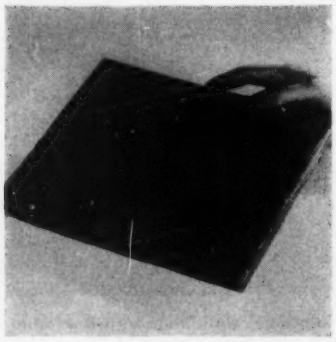
The Lookout, 25 South St., New York 4, N.Y. B & w pix of ships, sailors, and the seas; marine scenes. Pay $2-$10 on acceptance.

Male, 655 Madison Ave., New York 21, N.Y. B & w and color sets emphasizing candid look; glamour, personalities, news, sports. Good rates on acceptance.

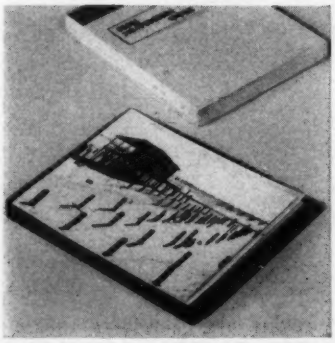
Man's Magazine, Phil Hirsch, Editor, 444 Madison Ave., New York, N.Y. B & w singles and pic. stories; glamour, adventure, offbeat sports. Emphasis on action pix. Pay $10-$25 for singles; $50 per page for pic. stories. Pay on acceptance.

Man to Man, Volitant Publishing Corp., 21 W. 26 St., New York, N.Y. B & w pix of interest to men; cheesecake, adventure, pic. stories. Pay varies on publication.

HOW TO PACKAGE PRINTS FOR MAILING



Be sure prints are well protected. Use corrugated or other heavy cardboard; secure with rubber bands to protect corners, provide easy access.



Enlarging paper box makes handy mailer for large number of prints. Don't overdo wrapping. Editors may resist contents of balky wraps.

Enclose return label and postage, or preferably a stamped, self-addressed envelope. Prints won't often be returned unless postage is provided.

Address envelope to "Picture Editor." Stamp or write "Photos—Do Not Bend" in corner. Photo-mailers are commercially available.

Mechanix Illustrated, 67 W. 44 St., New York 36, N.Y. B & w pix pertaining to science, home, shop and crafts, unusual gadgets, inventions, mechanical devices appealing to men. Especially interested in how-to stories on home modernization. Color on cover only. Min. size color trans. 4 x 5. Pay $7.50 up for single b & w; $75-$250 for pic. stories; $100-$300 for color covers. Pay on acceptance.

Men, 655 Madison Ave., New York 21, N.Y. B & w and color sets emphasizing candid look; glamour, personalities, news, sports. Good rates on acceptance.

Motor Trend Magazine, 5959 Hollywood Blvd., Los Angeles 28, Calif. B & w and color pix of classics, customs, sports cars, etc. Min. size color trans. for cover, 2¼ x 2¼ (4 x 5 preferred). Pay $5-$10 for b & w, $50-$150 for color covers. Pay on acceptance.

Our Navy Magazine, 1 Hanson Pl., Brooklyn 17, N.Y. B & w pix pertaining to the Navy, cheesecake with nautical motif. Pay $2-$5 on publication.

Popular Mechanics Magazine, 200 E. Ontario St., Chicago 11, Ill. B & w and color pix of new and unusual subjects, new developments in science, mechanics, inventions, achievement, and discovery. Single pix with brief text; feature-length articles with 12 or more pix. Min. size color trans. 2¼ x 2¼. Pay on acceptance.

Real Magazine, 10 E. 40 St., New York 16, N.Y. B & w singles and pic. stories; "mostly interested in action stories which specifically appeal to male readers. Also cheesecake with a fresh, candid approach." Pay varies on acceptance.

Saga, 205 E. 42 St., New York 18, N.Y. B & w sets of any true adventure. Pay on acceptance.

See Magazine, 10 E. 40 St., New York 16, N.Y. B & w pic. sets and singles on all subjects of interest to men. Color pix for covers only.

Sir, Volitant Publishing Corp., 21 W. 26 St., New York, N.Y. B & w pix of interest to men. Cheesecake, adventure, pic. stories. Pay varies on acceptance.

Speed Age Magazine, 41 E. 42 St., New York, N.Y. B & w and color on all phases of automotive racing, American production of autos. Min. size color trans. 35mm. Pay $5 for b & w; varies for color. Pay on publication.

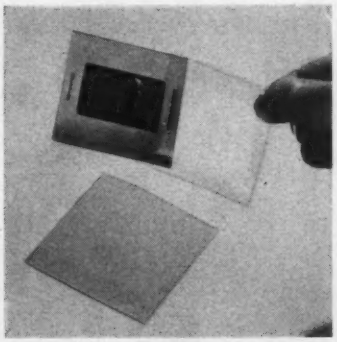
Stag, 655 Madison Ave., New York 21, N.Y. B & w and color sets emphasizing candid look; glamour, personalities, news, sports. Good rates on acceptance.

Stare Magazine, 655 Madison Ave., New York 21, N.Y. B & w and color glamour sets emphasizing candid look. Good rates on acceptance.

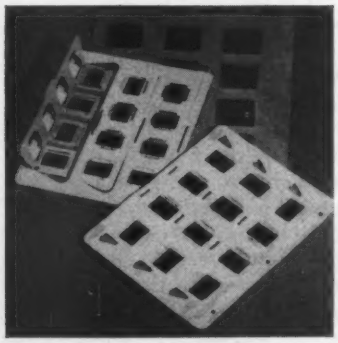
Swank, 655 Madison Ave., New York 21, N.Y. B & w and color sets emphasizing candid look; glamour, personalities, news, sports. Good rates on acceptance.

(Continued on page 88)

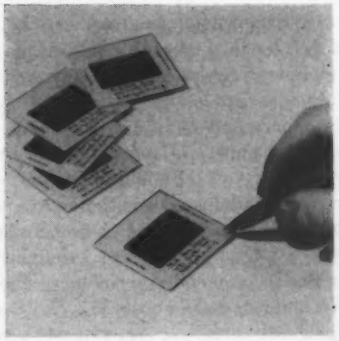
SLIDES ARE VALUABLE, DEMAND SPECIAL CARE AND PREPARATION



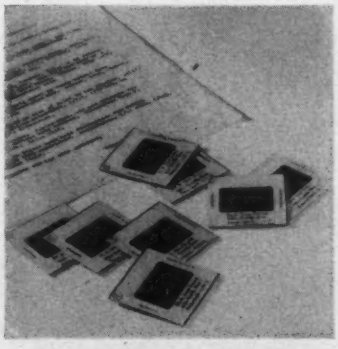
Acetate envelopes, available in wide range of sizes, will protect transparencies. Avoid glass mounts, which sometimes shatter in transit.



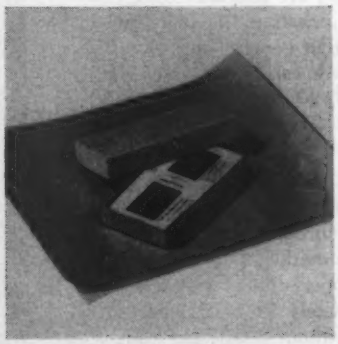
Filmdex binders hold 12 35mm slides, can be mailed flat—make filing easier. A craftsman can make his own 2¼ binders (*above*).



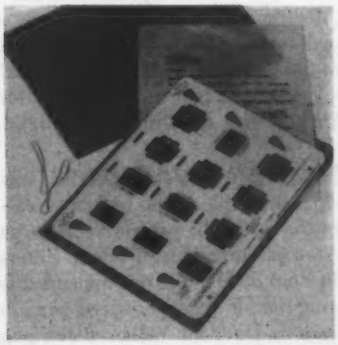
Name and address go on *every* slide. If particularly valuable, insure and send registered mail. Have copies made, but submit your originals.



Provide a caption sheet when slides are to be presented in quantity. Number each slide and list corresponding data on sheet of paper.



The processor's box is a logical mailer for slides. Enclose caption sheet, return label, and postage; wrap securely in heavy brown paper.



Filmdex mounts can be mailed flat between cardboards, secured with rubber bands. Enclose caption sheet, self-addressed return envelope.

Which is Best?

NOW! 3 VARIABLE CONTRAST PAPERS

NEW! KODAK POLYCONTRAST PAPER is Eastman Kodak Company's current entry in the variable contrast paper field. Contrast can be changed by projecting the negatives through any of seven plastic-mounted filters. Normal negatives require no filter. The seven filters (marked according to paper grades 1, 1½, 2, 2½, 3, 3½, 4) provide changes in paper contrast of ½ grade each. The speed of Kodak Polycontrast papers is approximately the same as Kodak Medalist. A second variable contrast paper, Kodak Polycontrast Rapid, is also available. It has the approximate speed of Kodabromide paper. Both papers are to be handled by the light of a Wratten Series OC (light amber) safelight. Kodak Dektol diluted 1:2 is the recommended developer. The Kodak Polycontrast Filter Kit and lens holder costs $13.75.

NEW! ILFORD MULTIGRADE PAPER, although available in Great Britain for some years, is now being introduced into the United States for the first time. Contrast can be changed by projecting the negative through a series of three cardboard-mounted gelatin filters. Filters are marked "Low," "Medium," and "High" for use with negatives having low, medium, and high contrast. For very high contrast negatives, no filter is used at all. Although Multigrade can be processed in any standard paper developer, Ilford ID-20 or FPF is recommended with an Ilford S safelight. The filter set costs $1.75.

DU PONT VARIGAM was the only variable contrast paper available in the United States for many years. Paper contrast is altered by projecting the negative through any of a series of ten plastic-mounted filters. Filters are marked 1 through 10. Du Pont 53-D is the recommended developer, diluted 2:1. When using the filters, paper speed is approximately 1½ to 2 times as much as Du Pont Velour Black paper without filters. Du Pont also makes High Speed Varigam, which requires exposure times approximately the same as with Velour Black without filters. A set of five filters (Basic Set 5A) costs $5.75. A complete set of filters (10-C) is $11.

THIN NEGATIVE IS GOOD TEST FOR PAPERS

The thin, underexposed negative has long been a printing problem with all enlarging papers. However, variable contrast papers have been particularly difficult to use with such negatives. Many photographers therefore stocked additional enlarging paper in either No. 4 or No. 5 grade for such emergencies if they did their printing with variable contrast papers. Leo Stashin reports, however, that both the new Ilford Multigrade and Kodak Polycontrast papers performed amazingly with a thin, underexposed negative such as was used to print the picture at *left*. By using the LOW contrast filter with Multigrade and No. 4 with Polycontrast, Stashin produced two excellent prints nearly equal in contrast, tonal range, and overall quality. He noted however, that when Ilford Multigrade was developed in its recommended developer (ID-20) it produced an interesting bluish-black tone which was particularly noticeable in the deep shadows. Both papers made excellent prints. The Kodak Polycontrast Rapid paper, however, produced a rather muddy print with this thin negative. Printing time of Ilford paper seemed to be fractionally faster than Varigam; Kodak Polycontrast was at least twice as fast as Varigam; Polycontrast Rapid twice as fast as Polycontrast. Incidentally, Stashin processed all papers in the developers recommended by the manufacturers.

HOW ABOUT OTHER NEGATIVES? ▷

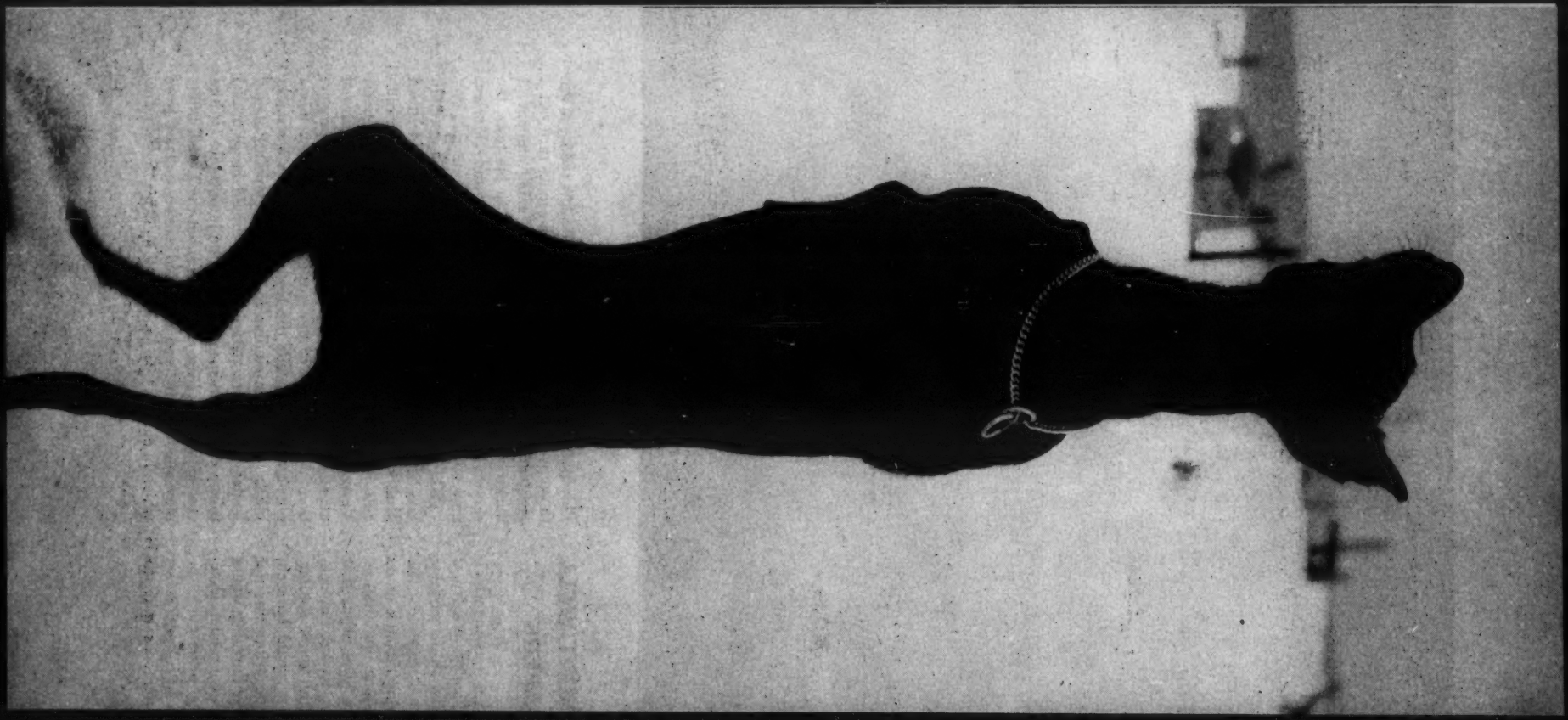
WHICH PAPER IS BEST WHEN NEGATIVES ARE REALLY TOUGH?

Variable contrast papers are much appreciated when you run into a negative in which you have important detail in both low contrast areas, such as the faces and clothes of the people in the picture *above*, and heavy, dense, high contrast areas like the bright lights. Here, different filters can be used for each area, to produce a print superior to that made on a single grade of paper. Stashin used all three Ilford filters to make a good print with Multigrade, and the 4, 2½ and 1½ filters with Kodak Polycontrast for a print with that paper. Between the two prints made on Kodak and Ilford paper, there was little to choose in the way of quality. The Multigrade again produced a blue-black tonal scale. The Kodak Polycontrast Rapid paper, however, produced a slightly muddy print. Du Pont Varigam did not produce the deep blacks and clear whites of the Ilford and Kodak papers. The tonal scale seemed shorter. However, the Varigam print, with its slight lack of deep tones, would be excellent for magazine reproduction where deep shadows and bright highlights are often hard to duplicate with fidelity. Stashin reports that he found the seven-filter system of Kodak easy to adapt to his needs since the filters gave him quite a variety of contrasts from which to choose. However, he felt the three-filter technique of Ilford offered a simple system which worked equally well if you allowed yourself enough time to get used to it. Slight changes in contrast between the filters can be accomplished by altering development times, according to Ilford. By shortening times, contrast increases; by prolonging development, contrast decreases. The manufacturer claims that changes up to ½ paper grade in contrast can be made in this manner. Stashin felt that the change in contrast due to development was negligible, and that the photographer should instead rely on the filters, which would give ample range of contrasts.

NORMAL NEGATIVES PRINT WELL ON MANY VARIABLE PAPERS

What's a normal negative? If you define it as one which can be printed without too much difficulty on a No. 2 contrast grade of paper, you'll find that all the variable contrast papers work well with normal negatives. The photograph *above*, with light streaming through doors and windows giving fairly even indoor illumination, was made from just such a negative. The prints that Stashin made with Ilford Multigrade, Kodak Polycontrast, and Du Pont Varigam were all quite similar. Small variations in contrast and tone could be seen, but the overall difference between the prints was not marked. Preference for one paper over the other would depend on the personal taste of the photographer. However, the Polycontrast Rapid paper print could be recognized by being slightly warmer, with less contrast than the other prints. Stashin recommends that the Polycontrast Rapid probably should be reserved for those professional photographers who must turn out a great number of average prints in a small amount of darkroom time. Otherwise, according to his tests, the slower papers made by Ilford, Kodak, and Du Pont give continually superior results.

Which variable contrast paper should you use? In Leo Stashin's opinion, Kodak Polycontrast and Ilford Multigrade produce equally excellent prints from difficult negatives, thin negatives, or normal negatives. Varigam paper shows up best when used with normal negatives, or if you are printing mostly for reproduction in magazines or newspapers. Ilford paper has a blue-black tone, while the Kodak paper has a straight black tonal scale similar to Medalist paper. Possibly Kodak Polycontrast Rapid paper should be restricted to use only when speed is of prime importance. Initial cost of filters is least with Ilford, but the Kodak filters may possibly give you more in-between contrast from which to choose.



DISCOVERY *no. 24*

AARON EHRLICH

What is different about a picture of a child on a swing, or a dog on its hind legs at the beach? Haven't we seen similar shots dozens, if not hundreds, of times. Yes, but note that word *similar*! Subject matter seldom really changes. It always seems to lie within the usual categories: people, pets, landscapes, the so-called "abstract" designs, etc. There *is* a difference here, however, in Aaron Ehrlich's work, and it comes simply from the way in which the idea in each situation was conceived, and then recorded.

In the case of the picture *above*, the peculiar, un-childish expression that was caught, the photographer's choice of angle and way of framing the scene so that the chains of the swing seem to come right down from the sky, the exposure for the child that rendered the background housetops mysterious and somewhat eerie on a bright overcast day—these are distinguishing marks.

The dog picture, at *left*, was partly a lucky break. Not every dog will dance on its back legs. But here, photographed from the rear so that its front legs seem amputated, and from a low angle, this one has a comic, yet pathetic, clown-like air. The massive shining chain is a *(Continued on page 116)*

Posed in an awkward, unnatural shuffle, dog, *left*, reminds you of the deformed, medieval court fool whose function was to amuse; Rolleiflex. Daughter swoops down from space as if riding sky hooks, *above;* Ehrlich used Canon at low angle, carefully framing scene.

"I TRIED IT MYSELF"

WHY CROP? Why crop indeed, if a full negative is a self-contained and balanced unit! But crop away if only part of the negative can produce an interesting print, or if by including one or two elements you can make a more compelling picture. Hand and cat, *directly below*, were produced from a 2¼ square negative—you can see just by the shape of the final print that much has been eliminated to tantalize the viewer with the two curious side-lighted forms. It is preferable, where possible, to do your cropping in the viewfinder. But many a mediocre picture has been saved by judicious use of a visual paring knife.

"I Tried it Myself" is a monthly contest for black-and-white pictures. Anyone may enter any number of prints. They should be 4 x 5 or larger in size. Be sure your name, address, and all technical data (camera, exposure, etc.) appear on the back of each picture. Please enclose a *stamped (first class postage), self-addressed envelope* if you want us to return prints we're unable to use. All entries are considered for use elsewhere in the magazine. Send them to the Columns Editor, MODERN PHOTOGRAPHY, 33 W. 60 St., New York, N. Y.

MODERN PHOTOGRAPHY'S
MONTHLY CONTEST
FIRST PRIZE $25
SECOND PRIZE $15
THIRD PRIZES $10

SECOND PRIZE $15. As mysterious as △ its title ("Finale"), hand and cat leave much to viewer's imagination. Sidney Coplan, Baltimore, Md., took advantage of low sun for pronounced light and shadow. Rolleiflex, Plus-X, f/11, 1/50 sec., medium yellow filter.

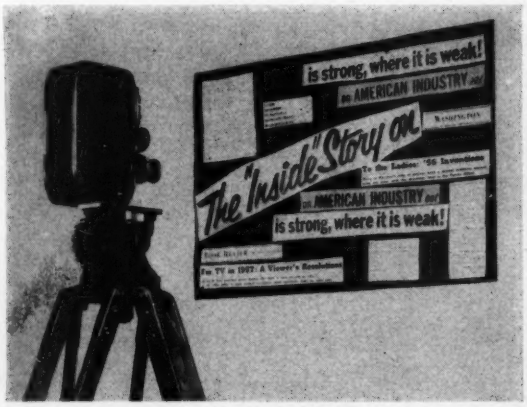
◁ **THIRD PRIZE $10.** Low, late light again provokes air of mystery as strange silhouetted figure sits on beach among gulls. Watch the direction of light; see when it can effectively lengthen shadows or pick up textural details that add to picture interest. By William Munroe, Bronx, N. Y.

$25 FIRST PRIZE. Rarely does the subject crop itself! But here, playful child playing hide-and-seek in museum was irresistible material for Walter Grunder, Basel, Switzerland, who didn't crop interesting surrounding details.

THIRD PRIZE $10. With incongruity, there is often a laugh. Here incongruous relation of size of heads—sculpture's and girl's—plus their respective expressions produces at least a smile! F. B. Grunzweig, New York, N. Y., shot close to subject with Leica.

THIRD PRIZE $10. Nothing like getting under the subject to exaggerate camera angle, particularly if the subject is in flight. Air-borne elephant and girl were photographed by John Kelly, Riverside, Calif. He used a Rolleiflex and Tri-X film required small aperture of f/22 and 1/150 in bright sun.

9 WAYS TO ADD SNAP TO YOUR 8MM MOVIES



Lens testing chart can be made by pasting up newspaper headlines on a flat board. If your films show poor results at some f-numbers, this kind of chart can serve as a means for checking all openings. Be sure to mount your camera on a tripod for the test.

Side lighting here adds contrast to a scene. The added contrast helps to make your film appear sharper. Flat-lighted subjects must depend upon color in the scene to supply contrast. Back lighting is another way to give films impact, by introducing dramatic silhouette.

Long-range scenic shots can be improved by filming prominent object in foreground. The sharper appearance of the tree helps to spark up the rather vague mountains in the background. Don't use too much screen time for extra-long shots with little movement.

Exposure can make or break a film. In a shot like this, where shadow detail is important and highlights dominate, expose for subject's face. If difference between highlight and shadow reading isn't too great, a compromise exposure may be possible.

IF YOU'VE BEEN shooting 8mm movies and the results have been less than impressive, don't blame it on the film. A lot of amateur movie makers just toss in the towel, feeling that good quality on 8mm is almost impossible. They blame the small frame size.

There's no denying that 8mm imposes certain limitations. But good, snappy 8mm footage can be had with just a small amount of effort.

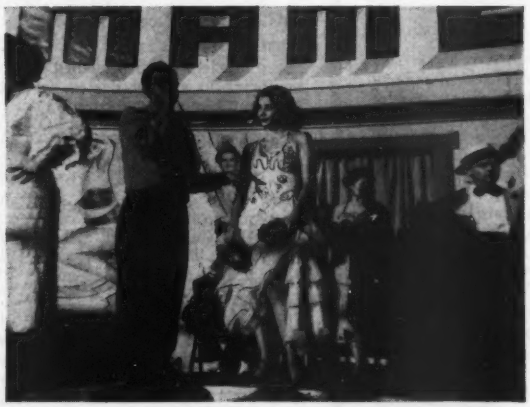
First, let's take a quick look at the elements involved in making movies:

1. Equipment: Your camera has to be in good shape if it is to perform at its best.

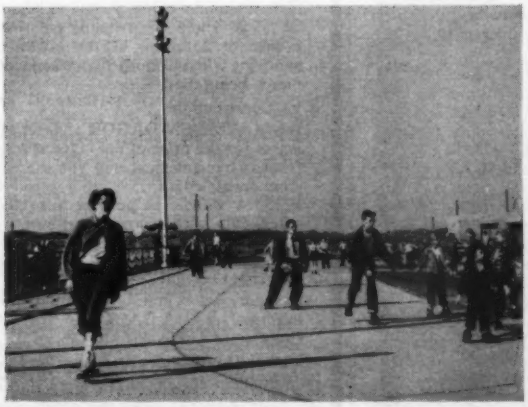
2. Technique: Unless you apply the right methods, the best movie material goes to waste.

3. Projection: Shoot the finest film in the world and then project it poorly, and the quality will be lost.

4. You: In the final analysis, the man behind the camera is the key to producing good home movies.



Often, a poor projection lens can cause edges of picture to go out of focus. If edges can be brought into focus, but center focus is lost in the adjustment, either the lens or film gate is at fault. Check to see if film lies flat in gate. It's a good idea to clean film gate regularly.



Shooting action is often an excuse for panning. The result can be jumpy or blurry screen images. Instead of panning, try finding a spot where the action comes toward you and the camera can be kept motionless. If you must pan, do it as slowly as you can.

With these four points in mind we've gathered together nine ideas that we think will help you improve your films. Actually, no special effort is needed to put any or all of these suggestions into practice. More than likely you are already doing some of these things. You may find the answer to a particular problem among the other suggestions.

1. Shoot more close-ups

Have you ever seen vacation movies where huge vistas are digested in one big bite? Somehow, the films rarely come off effectively. The color is kind of muddled, there's little detail, and the static quality of the scenes is somewhat boring. More often than not they occupy entirely too much screen time. Sure, those scene-establishing shots are necessary. But cutting in a close-up of someone looking intently at the scenery adds a change of pace and the kind of detail missing in the long shot.

But let's get closer to home. For example, shooting your youngster riding down the street on his bicycle can be pepped up considerably by filming a close-up of his expression.

However, there are ways to add punch to long shots. Include a prominent foreground object, like a tree at one side of the frame, as in the photo, *bottom left, page 86*. Another method is to shoot with a telephoto lens, taking in less of the subject, but breaking the shot into several scenes which cover the whole area. Remember, too, a close-up of a wave breaking on the shore is more impressive than a shot of the whole coastline.

2. Watch your exposures

Overexposed film tends to look less sharp than that which is properly exposed. Getting the right exposure can be as simple as reading the instructions that come with every spool of film. That slip of paper contains a variety of exposures keyed to general lighting situations.

A more accurate way to judge exposure is to use a light meter. However, the meter must be used properly. The reading for a long shot may differ from one for a close-up of the same scene. If you were shooting a long shot of a child sitting on a green lawn in bright sunlight, probably the setting would be around f/5.6 or f/8. But a close-up of the child's face in direct sunlight might call for a setting of f/11, because the lawn reflects less light than the face.

Often, you may find yourself shooting where highlights and shadows are intermixed. There are at least two approaches you can take. Move your subject into the shadow or into the highlight, thus simplifying things. If this isn't possible, take a reading for both highlight and shadow and use an average exposure. If in doubt, it's always wise to lean slightly toward underexposure when shooting color film.

3. Proper lighting

The first thing a movie maker learns is to shoot with the sun at his back, so that it *(Continued on page 108)*

CAMERA FANS' DREAM HOLIDAYS come true in NEW YORK STATE

If your idea of a perfect vacation centers around a camera and an unlimited range of picture subjects, plan to spend your holiday "shooting" New York State.

If you'd catch nature's myriad aspects, there are the beaches and surf of Long Island, the majesty of Niagara, the forests, streams and soaring heights of the Adirondacks and Catskills, the gentler vistas of the Finger Lakes. If man's place in the scene most appeals to you, human interest subjects abound in country dooryards, in picturesque villages, on busy city streets.

Architecture—in periods from the early Dutch Colonial, through Revolutionary times, the Greek Revival years, the "gingerbread" Victorian era and on to the ultramodern—offer exciting challenges to your lens. Opportunities for wonderful action shots turn up at big league baseball games, horse races, water sports, carnivals, and sailing races.

Wherever you go, you'll find subjects that invite your best efforts—and to help you plan your "expedition" to fullest advantage, New York State is waiting to send you this big, 196-page guide—profusely illustrated in full color—giving complete data on 15 famous Vacationlands . . . 550 communities . . . 1,000 specific attractions:

MAIL COUPON TODAY

New York State Department of Commerce
Room 156, 112 State Street, Albany 7, N. Y.

Send "New York State Vacationlands." I am interested in: A ( ) resort hotel, B ( ) city hotel, C ( ) bungalow colony, D ( ) tourist home, E ( ) summer cottage, F ( ) campsite, G ( ) children's camp, H ( ) dude ranch, I ( ) motel.
I would like information from areas checked:

1 ☐ Adirondacks
2 ☐ New York City
3 ☐ Catskills
4 ☐ 1000 Islands-St. Lawrence
5 ☐ Niagara Frontier
6 ☐ Finger Lakes
7 ☐ Saratoga-Lake George
8 ☐ Long Island
9 ☐ Mohawk Valley
10 ☐ Central New York
11 ☐ Hudson-Taconic
12 ☐ Genesee Region
13 ☐ Chautauqua-Allegany
14 ☐ Capital District
15 ☐ Southern Tier

*Name*_____ (Please Print)

*Address*_____

*City*_____ *Zone*_____ *State*_____

PICTURE MARKETS

(Continued from page 77)

True, 67 W. 44 St., New York 36, N.Y. B & w and color factual material with an appeal to men. Min. size color trans. 35mm. Pay varies on acceptance.

AGENCIES AND NEWS SYNDICATES

Anchor Features, 381 University Ave., Rochester 7, N. Y. B & w and color photo stories on art and craft subjects—ceramics, weaving, metalwork, jewelry, and textiles. Foreign and U.S.A. Min. size color trans. 2¼ x 2¼. Pay 50% comm. on publication.

Authenticated News, 170 Fifth Ave., New York 10, N.Y. Picture and News Service. B & w feature and news pix; also pic. stories. Pay 50% comm. on acceptance.

Bettmann Archive, 215 E. 57 St., New York 22, N.Y. B & w pix or negatives of city, family and industrial scenes, fashions, personalities prior to 1920. Pay $2 and up on acceptance. Also buy complete files of old-time photographers.

Black Star, 420 Lexington Ave., New York 17, N.Y. B & w and color pic. stories documenting American way of life. Strong singles of a story-telling nature. Stock file of human interest, situations, animals, children, glamour, etc. Do not buy outright, but sell pix on comm. basis. Inquire before sending samples.

Central Feature News Service, Times Tower Bldg., New York 36, N.Y. B & w human interest and scientific pix. Prefer pic. stories. Pay $10-$100 on acceptance.

Central Press Association, 1013 Rockwell Ave., Cleveland, O. Daily Syndicate. Editor: C. C. Smith. B & w pix of spot news, news features, human interest, cheesecake. Pay $5 on acceptance.

Combine Photos Ltd., 238 E. 44 St., New York 17, N.Y. Michael B. Brayson, Pres. B & w and color pix of news, oddities, general features, human interest, animals, and people. Min. size color trans. 2¼ x 2¼. Pay on client's acceptance.

European Picture Service, 39 W. 32 St., New York 1, N.Y. B & w story-telling singles; also handle color trans. Pay varies on acceptance or on royalty basis.

Ewing Galloway, 420 Lexington Ave., New York 17, N.Y. B & w standard pic. material; also color of good scenics, farming, seasonal, etc. Min. size color trans. 4 x 5. Pay $10 up for b & w on acceptance; 50-50 royalty basis for color.

FPG (Free-Lance Photographers Guild, Inc.), 62 W. 45 St., New York 36, N.Y. Professional quality only. B & w and color singles and pic. stories; glamour, babies, scenics, pets, farm, travel, religious, human interest, sports, nature. Min. size color trans. 2¼ x 2¼. Pay $7-$400 for b & w; $50-$1,000 for color. Pay on client's acceptance.

Globe Photos, Inc., 152 W. 54 St., New York 10, N.Y. Photo features from 10 to 25 pix that tell a story in color or b & w. Pix must be sharp, clear, and glossy, 8 x 10 in size, with caps.; also handle color photos for advertising, editorial, or calendar use. Professionals only. Releases required. Pay royalty basis; 50-50 for b & w, 60-40 for color. Pay 10th of month following sales.

THE DAGOR STORY

- **Why Buy One?**
  If your camera has an interchangeable lensboard, such as Graflex, Linhof, or any view camera, be sure you equip it with a GOERZ *GOLDEN* DAGOR Lens. Negatives made with this lens will delight the connoisseur. If you already have a standard lens, widen the scope of your camera by adding a longer focal length DAGOR for better perspective in close-ups or portraits. For photography in close quarters get a WIDE-ANGLE DAGOR of 100° coverage!
- **What About Lens Speed?**
  Speed in a lens can be obtained only by sacrificing to a great degree depth of focus, angle of view and covering power. The GOERZ *GOLDEN* DAGOR has all these qualities and can produce negatives that are *unmatched by comparably faster lenses.* Today's fast color emulsions, triple speed B & W films and vastly superior lighting are excellent reasons why you should use a medium speed lens. When selecting your lens, don't go for speed—go for quality.
- **Covering Power?**
  The GOERZ *GOLDEN* DAGOR will cover an angle of view of 87°—equivalent to covering a film with a diagonal of twice the focal length. The DAGOR also gives great satisfaction for wide-angle work. A 6" DAGOR, for instance, rated to cover 4"x5" at F:6.8 will cover almost an 8"x10" film when stopped down.
- **Color Correction?**
  The ideal color correction of the DAGOR, combined with its outstanding ability to give even illumination over the entire format, ranks the DAGOR highest among color photographers in all fields. There is no falling off of exposure or fuzziness at the edges, so annoying with inferior lenses when color film is being used.
- **Its Construction?**
  Buy a *GOLDEN* DAGOR and get two lenses for the price of one. Unscrew the front or rear element and you increase your focal length 75% at a speed of F:13. A wonderful portrait and landscape lens with increased perspective! GOERZ *GOLDEN* DAGOR lenses are available from 6" to 12" and WIDE-ANGLE DAGOR from 3⅝" to 6½" in Compur, Rapax and Acme shutters. For example, an 8¼" DAGOR in Synchro-Compur MX sells for $189.50.

Warning: Beware of so-called "new" or "factory-reconditioned" GOERZ-BERLIN lenses; they have not been made in 30 years.

Canadian Distributor: E. W. BOOTH LTD.
12 Mercer Street, Toronto, Canada

GOERZ
C. P. GOERZ AMERICAN OPTICAL COMPANY
INWOOD 96, L. I., N. Y.

Hollywood Press Syndicate, 6605 Hollywood Blvd., Hollywood, 28, Calif. Picture Syndicate. B & w and color pix of human interest, pin-ups, children, animals, oddities, landscapes, famous places, and fashions. Min. size color trans. 4x5. Pay percentage basis on acceptance.

International News Photos, 235 E. 45 St., New York 17, N.Y. B & w and color spot news pix, feature pix, pic. sets, and sequences from all over the world. Pay varies on acceptance.

King Features Syndicate, 235 E. 45 St., New York 17, N.Y. B & w human interest pix. Pay on acceptance.

Metropolitan Group Editorial Service, 260 Madison Ave., New York 16, N.Y. B & w singles and feature pic. stories. $25 for singles; $75-$200 for pic. stories. Pay on acceptance.

The Moss Feature Syndicate, P.O. Box 2972, 808 Summit Ave., Greensboro, N.C. B & w pix of nude subjects, semi-nude, and oddities of nature. Pay $5 up on acceptance.

National Audubon Society, Audubon House, 1130 Fifth Ave., New York 28, N.Y. B & w and color pix of wildlife. Pay on client's acceptance. B & w 50-50 basis—60% of sale on color.

Outdoor Photographers League, 4486 Point Loma Ave., San Diego 7, Calif. International organization of shutter-clicking, typewriter-thumping sportsmen. The League sells b & w and color pix of hunting, fishing, travel, wildlife close-ups, photo kinks, how-to-builds, outdoor or photo articles. Min. size color trans. 2¼ x 2¼. Pay 60-40 basis (60% to photographer-member) for all acceptable material on day of sale. Sample OPL Newsletters free to serious workers.

P.I.P. (Photographs-International Publicity), 305 E. 75 St., New York 21, N.Y. Free-lance picture agency specializing in strong action, adventure, glamour, nudes, and pin-ups. Pic. stories, but also interested in news, human interest, oddities, wildlife, and sports. Prefer b & w 8 x 10 or larger; color 4 x 5 or larger. Royalties, plus incentive basis.

Pix, Inc., 250 Park Ave., New York 17, N.Y. B & w and color pix of human interest subjects; color pix for cover and inside use. Pix of interest to foreign countries are sent abroad. Indicate if pix have been published anywhere. Pay 50-50 basis for b & w; 60-40 basis for color. Pay on 15th of month.

Press Illustration Service, 369 Lexington Ave., New York 17, N.Y. B & w singles; glamour, babies, scenics, pets, farm, travel, hobbies, oddities, religious, human interest, gardening, sports, nature. Pay $7.50 up on acceptance.

Rapho-Guillumette Pictures, 475 Fifth Ave., New York 17, N.Y. B & w and color; human interest, glamour, children, animal, and scenic pix. Pay on comm. basis.

H. Armstrong Roberts, 4203 Locust St., Philadelphia 4, Pa. B & w and color; glamour, babies, scenics, pets, farm, travel, hobbies, oddities, personalities, human interest, sports, nature. Negatives only. Pay on royalty basis for color; b & w on royalty basis and bought outright.

Shostal—The Agency for Color Photography, 545 Fifth Ave., New York 17, N.Y. 4 x 5 or 5 x 7 color trans. only. Human interest, landscapes, industry and science, farm, action, home exteriors and interiors, foreign scenics

(Continued on page 90)

HIGH SENSITIVITY + HIGH FILM SETTINGS

— FOR THE NEW HIGH SPEED FILMS!

WESTON Master III

For the new super-fast black & white films, you need a meter with *extreme sensitivity* for low-light measurements, and film settings of an extremely high order. And to be sure of correct color rendition using the high-speed color films you need one of unquestioned accuracy in all measurements. You get *all* these features in full measure in the Master III exposure meter, *plus* versatility unapproached by any other meter. It meets all today's requirements, and those of tomorrow, for perfect still and cine photography. Be sure to see it at camera stores today.

WESTON

EXPOSURE METERS

— the meters most photographers use

GEORGE BEAMISH USES THE *Megalume* SPEED LIGHT

The Megalume 1 and 2 Flash Units were created especially for the professional photographer, such as George Beamish, Chief Photographer, Colonial Williamsburg Incorporated—to give more powerful lighting than most speedlights provide. Reflector designed for 50° coverage—AC or battery—self-contained charger—dependable light output for color and black and white.

NEMS-CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

For further information
Write Dept. Z-1

ONLY KALLOFLEX'S COAXIAL WINDING/FOCUSING ACTION PERMITS LIGHTENING — FAST SHOOTING!

KALLOFLEX automat

$119.50 (PLUS CASE)

Lens: Prominar 1:3.5 F=75m/m 4-elements, Viewing Lens: View Prominar 1:3.0 F=75m/m 3-elements, Shutter: Seikosha-MX. B, 1-1/500 sec., Built in Synchronization for flash and speedlight, Picture size: 12 Exposures 2-1/4" x 2-1/4" (6x6cm)

KOWA OPTICAL CORP.,
260 FIFTH AVE., N.Y. 1, N.Y.

PICTURE MARKETS

(Continued from page 89)

and places of interest. Must have model release and/or property owner's permission to photograph when required. Agency comm. 40% selling price. Pay when buyer is billed.

Three Lions, Inc., 545 Fifth Ave., New York 17, N.Y. Picture Syndicate. B & w pic. stories pertaining to women and photography; also with "men" appeal, i.e., sports, hobbies, educational, and handicraft. Color pix for inside and cover use. Also interested in foreign features in color or b & w. Min. size color trans. 4 x 5. Pay $5-$10 for b & w; $25-$100 for inside color; $50-$150 for color cover pix. Pay on acceptance.

Underwood & Underwood News Photos, Inc., 3 W. 46 St., New York 36, N.Y. B & w and color; all subjects. Also color pix from foreign countries. Min. size color trans. 4 x 5. Pay 50% royalty basis.

United Press Newspictures, 461 Eighth Ave., New York 1, N.Y. B & w and color singles and pic. stories; spot news, feature and human interest, roto features, scientific, glamour, personalities. Any size color trans. Pay $5 up for b & w; 50-50 basis for color, returning unusual trans. within 90 days. Pay on acceptance.

Universal Trade Press Syndicate, 1841 Broadway, New York 23, N.Y. News Agency. B & w industrial and technical subjects on speculation. Pay 65% of receipts on publication.

Wide World Photos, 50 Rockefeller Plaza, New York, N.Y. B & w feature pix for newspapers. Pay varies depending on use.

CALENDARS AND GREETING CARDS

Crestwick, Inc., 251 Fourth Ave., New York 10, N.Y. B & w and color pix of children, landscapes, ornaments, animals, etc., for greeting cards; also religious subjects in color. Pay varies on acceptance.

Engagement Calendars, Berkshire Publishinging Co., 18 Brattle St., Cambridge 38, Mass. B & w pix of historic houses and other points of interest; scenic shots and people in specific states, i.e., Maine, Mass., particularly Cape Cod and the Berkshires. Few color purchases, same subjects. Submit in Jan., Feb. Pay $5-$10 on publication.

Harold M. Lambert Studios, 2801 W. Cheltenham Ave., Philadelphia 19, Pa. B & w and color; pretty girls, cute juveniles with human interest appeal, scenics, industrials. Min. size color trans. 4 x 5; contacts ok for b & w. Query before submitting material.

Mass. S.P.C.A., 180 Longwood Ave., Boston 15, Mass. Sharp b & w glossies depicting either domestic animals in natural poses, or wild animals in their natural surroundings. No objection to children or adults appearing with animals. Photographers should strive for pictures which tell a story of animal life, although a limited number of portraits are acceptable.

The Thos. D. Murphy Co., Red Oak, Iowa. B & w and color singles; glamour, church, scenics, pets, farm, patriotic. "Only outstanding quality pix are used." Pay varies on acceptance.

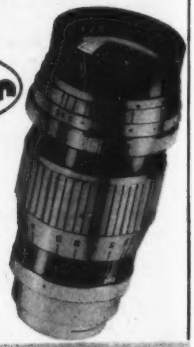
Osborne-Kemper-Thomas Co., Norwood Park, Cincinnati 12, O. Art Calendars. Color pix of landscapes, human interest, hunting and

(Continued on page 96)

VALUE Conscious? PRICE Conscious?

You owe it to yourself to see the new...

Juplen



f2.8/135mm TELEPHOTO LENS

Newest PRE-SET "Spring" diaphragm

for Exakta, Exa, Praktica, Praktiflex, Pentacon, Hexacon, Contax S & D.

A jewel of precision, this true telephoto lens incorporates the highest optical standards at a low budget price . . . features distortion-free, 100% color-corrected 4-element optics, with helical focusing mount, hard coating, exceptional sharpness . . . bench-tested for mechanical perfection. Smartly giftboxed List $69.95

JUPLEN-ELITE f3.5/135mm Telephoto Lens, interchangeable lens mount. List $49.95

JUPLEN-KOMURA LENS KITS (for Leica Canon) incl. viewfinder and leather case:

f3.5/135mm Telephoto Lens List $79.50

f3.5/35mm Wide Angle Lens List $69.50

JUPLEN MOVIE LENSES

8mm & 16mm, Tele & W.A. from $11.95

At your dealer or write to

KINE CAMERA CO. INC.

11 West 20th St., New York 11, N.Y.

Amateur or Professional PHOTOGRAPHERS NEEDED

Any Age

Use Own Equipment

Credentials Furnished

INTERNATIONAL PRESS, ASSN. INC.
30 N. La Salle St., Chicago 2, Ill.

MAIL COUPON

International Press Assn. Inc.
30 N. La Salle St., Chicago 2, Ill.

Gentlemen: I wish to apply. Please send application to:

.....

.....

M .....

Learn PHOTOGRAPHY at Home

Splendid Hobby or Vocation

Prepare in spare time. Practical basic training. Long-established school. Send for free booklet, "Opportunities in Modern Photography" and particulars. Sent postage prepaid. No obligation.

AMERICAN SCHOOL OF PHOTOGRAPHY
835 Diversey Pkwy., Dept. 194-A, Chicago 14, Ill.

Only 10% Down! | 30 Day Free Trial! | Time Payments Arranged! | Trades Welcomed! | Unconditional Guarantee!

+ LOW PRICE

MAKE HABER & FINK YOUR BEST PHOTOGRAPHIC BUY

H-F BC FAN-FOLD FLASHGUN!

Fits ALL Cameras
COMPLETE WITH CASE, BC BATTERY and TEST LAMP

List 14.95 **SPECIAL 7.95**

FAMOUS MAKE UNIVERSAL VARIABLE FIELD FINDER!

For use with Contax, Canon, Leica, Nikon and similar type 35mm Cameras.
- Zoom type finder with parallax control.
- Shows proper field for following lenses:

28mm to 135mm Reg. 35.50

Special 14.95

Carrying Case 1.49

Special H-F Import ROWI CLAMP-ON TRIPOD

The most unique tripod on the market today.
Ideal for all types of picture making.
- Attach to Table
- Attach to Fence
- Attach to Car
- Attach ANYWHERE

Special 7.50

List 9.95

KAGRA BULB & TUBING REMOTE CONTROL

Takes pictures 30' from camera by merely pressing rubber bulb!
- Fits all types of shutters.

30' cord, rubber bulb, simulated leather case.

SPECIAL 6.95

Reg. 10.95

NEW! Just Received Anti-Static Tuch Cloth!

Use it to wipe your slides.
Use it to wipe water spots off film.
WILL NOT SCRATCH!
Ideal for All Dust Problems on your camera... in your darkroom.

Special 1.25

ADD 10¢ FOR POSTAGE

IMPORTED SELF-TIMER

LIST 2.95

SPECIAL 1.74

Screw in for Leica or regular cameras (specify). Complete with Carrying Case.

Buy With Confidence

SAVE 30%!! WARREN STUDIO STAND

- Sturdy... Durable
- Black Polished
- Finished on Hardwood
  - Nickel Plated Fittings
  - Head Tilts to 90°
  - Rack and Pinion Operation

Standard Model Ideal for Cameras up to 6½ x 8½. Closed: 26" — Open: 79".

LIST 69.50 **Special 49.50**

Deluxe Model Ideal for Cameras up to 11x14. Has Double Rack and Pinion. Closed: 28" — Open: 80".

LIST 89.50 **Special 63.50**

WARREN COMBINATION CAMERA GRIP CABLE RELEASE!

A practical holding device for Cine and Still Cameras that gives safety and steady jerk-proof release. Adjustable to any operation. Complete with wrist strap and cable release.

LIST 5.95 **Special 4.50**

AT LAST... GENUINE LEATHER Eveready Carrying Cases for Electronic Flash Units!

ULTRABLITZ Expert IV, Matador II, Jet, Rocket and Braun Automatic.

LIST 15.95 **Special 9.95**

- Specify gun you own -

SPECIAL WHILE THEY LAST!! BRAND NEW BEWI AUTOMAT A EXPOSURE METERS

List 29.50
Case . . . 3.50
TOTAL . . . 33.00

SALE 16.50

GENERAL ELECTRIC DW-68 EXPOSURE METERS

LIST 24.95 **Special 15.50**

WARREN GENUINE LEATHER LENS CASES! SAVE 40%!

Write for Our Special Price List

World Famous 50mm ZUNOW f1.1 LENS

AT A PRICE YOU CAN AFFORD!
Here is one of the World's finest and fastest lens for 35mm photography... tomorrow's lens, today! Features:
- 9 Elements
- 46 Degrees Angle Coverage
- Focusing from 2.5' to 100'
- Stops from f1.1 to f16 with click stop ind.

List 450.00

Complete with Carrying Case. Available for Leica.

Haber & Fink Special Price 249.50

Just Arrived Brand New 1957 ULTRABLITZ MATADOR II ELECTRONIC FLASH! Completely Redesigned

ALL NEW FEATURES
- Adjustable Reflector for 50°-90° Angle
- Lifetime Flashtube
- 5 lbs. total weight
- Kodachrome Guide 75-85
- 4 Volt Rechargeable Battery
- Built-in Charger

BRAND NEW -FULL GUARANTEE **SPECIAL 59.50**

LABOX 35mm Daylight Loading Developing Tank

- Holds only 8½ oz. solution

Will accept all Eastman Standard Cartridges and Special Leica, Zeiss and Robot Cartridges. Complete with Funnel and Thermometer.

SPECIAL 7.95

IMPORTED PHOTO ELECTRIC EXPOSURE METER

- SIMPLE!
- FOOL-PROOF!
- ALWAYS READY!

Complete with Booster Cell and Cases.

SPECIAL 6.95 List 12.95

Fitted Compartment Combination Carrying Case

For: LEICA, KINE, EXAKTA, ROLLEIFLEX

Genuine Leather — Plush Lined
Hold a Complete Outfit!

Reg. 45.00 **Special 29.50**

Specify Camera When Ordering

HABER & FINK Imported Special Famous Make MOVIE LENS

A Saving of 50%

1½" f.1.4 Focusing
Available for Bell & Howell and D-Mount Cameras

List 49.95 **Special 24.95**

IT'S REVOLUTIONARY! The New "Do It Yourself" ROX-COMBI GENUINE LEATHER GADGET BAG!!

You design and make the compartments to suit your requirements! Whether you own a miniature camera with a variety of accessories, or a twin lens reflex... THE ROX-COMBI will take it. Even a folding camera with flashgun or a two camera outfit... THE ROX-COMBI fits the bill! ORDER YOURS NOW!

ROX 111, w/pocket	12½x8¼x8	31.95
ROX D	12½x8¼x8	29.85
ROX 11, w/pocket	9½x3¾x7¾	27.24
ROX C	9½x3¾x7¾	24.74
ROX 1, w/pocket	7¼x3¾x7	20.25
ROX B	7¼x3¾x7	17.49

All Bags Fitted With Adjustable Flexible Inserts. Another FIRST from Haber & Fink!

SAVE ON FILM

Guaranteed Fresh — Latest Dated
Factory Packed — No Reloads

KODACOLOR FILM

	List	SPECIAL
127	1.10	.96
120-620	1.25	.99
116-616	1.75	1.39
828	1.00	.80

*KODACHROME... ANSCOCHROME EKTACHROME

35mm—20 Exposures	1.95	1.42
35mm—36 Exposures	2.60	2.00
828	1.00	.80

*Only Kodachrome is made in 36 Exposures

MOVIE FILM

8mm Roll	2.40	1.87
8mm Magazine	3.75	3.03
16mm Roll	7.15	5.54
16mm Magazine	5.95	4.00

Our Kodachrome Processing Done by Eastman Kodak

Send for FREE Mailing Bag and Processing Price List.

40 x 40 RADIANT SCREEN

With Vyna-flect mildew-proof Crystal Beaded Cloth. Will outlast other screens at the same price. List 18.95

HF Special 10.95

Approx. parcel post 1.00

The Incomparable PLAUBEL MAKINA IIIR

- Built-in Coupled Rangefinder
- Interchangeable Lens
- Compur Shutter to 1/400
- Electronically and Magnetically Synchronized

Plaubel Makina With:

Anticomar 100CM f2.9... 393.00
Anticomar 100CM f4.2... 373.00

Plaubel Accessories Available:

- Film Pack Adapter
- Wide Angle Lens
- Cut Film Holders
- Telephoto Lens
- Roll Film Back
- Ground Glass Back
- 35mm Roll Holders

NOW... World Famous Imported Binoculars AT 'SLASHED' PRICES

These are the highest quality Japanese Binoculars that are available... at such LOW, LOW Prices.

20x50	38.74
10x50	22.74
7x50	19.74
7x35	18.74

Plus 10% Federal Tax

Complete With Leather Carrying Case

Another H-F Import FLASHLIGHT POINTER

IDEAL FOR LECTURING FROM MOVIES OR STILLS
- Works on Ordinary Batteries
- Bright Image of Arrow from 2-12 feet
- No Scratching of the Screen

Specially Priced 14.95

EXCEPTIONAL VALUE! 20" BAUSCH & LOMB TELEPHOTO ANASTIGMAT LENS f5.6!

One of the finest of its type. Gives an image two to three times that of the ordinary lens from the same viewpoint. Perfect for high speed photography!

Special 109.50

Formerly 375.00

HABER & FINK, INC.

12 WARREN STREET, NEW YORK 7, N.Y.
TELEPHONE BArclay 7-5800

Send me _____ DEPT. M 21
Amount _____ Include Postage
I want to trade _____
name _____
address _____
city _____ zone _____
state _____ 10% Deposit On All C.O.D.'s

Dowling's
FIFTH AVENUE

Visit our Skyline Suite to say "Hello!"

ZEISS IKON

Hitch your wagon to the star! . . .

1957 CONTAX II-A and III-A

Single-window for rangefinder and viewfinder, metal focal plane shutter, removable back, bayonet lens mount, delayed action release, full built-in flash synchronization are just a few of the reasons for the acknowledged leadership of CONTAX! Contax II-A with Tessar coated f/3.5 lens **$247. Cash or $24.70 Down;** with Sonnar coated f/2.0 lens **$298. Cash or $29.80 Down;** or with Sonnar coated f/1.5 lens **$318. Cash or $31.80 Down.** For Contax III-A (with built-in exposure meter) add **$30. Cash or $3.00 Down.**

Selected Contax Lenses and Accessories

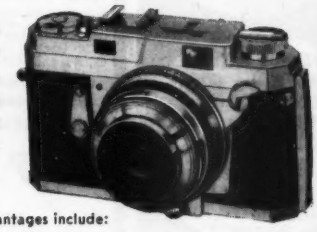
Biogon 21mm f/4.5	$199.00 Cash or	$19.90 Down
Biogon 35mm f/2.8	166.00 Cash or	16.60 Down
Planar 35mm f/3.5	102.00 Cash or	10.20 Down
Triotar 85mm f/4.0	106.00 Cash or	10.60 Down
Sonnar 85mm f/2.0	189.00 Cash or	18.90 Down
Sonnar 135mm f/4.0	146.00 Cash or	14.60 Down
Stereotar C, 35mm f/3.5's	125.00 Cash or	12.50 Down
Stereo Prism Attachment	39.00 Cash or	3.90 Down
Stereo Viewfinder	10.00 Cash or	1.00 Down

1957 CONTAFLEX Fabulous 35mm single lens reflex camera now available in four different models. All feature "life size" viewfinder with ground glass focusing and split-image rangefinder in single, large window; Compur Rapid LVS shutter; superb Zeiss Tessar f/2.8 lens with fully automatic diaphragm. CONTAFLEX I **$153. Cash or $15.30 Down.** CONTAFLEX II (built-in meter) **$176. Cash or $17.60 Down.** CONTAFLEX III and IV also have interchangeable lens components for true wide angle and telephoto shots. CONTAFLEX III **$176. Cash or $17.60 Down.** CONTAFLEX IV (built-in meter) **$199. Cash or $19.90 Down.** Accessory lenses for III and IV: wide angle Pro Tessar 35mm f/4.0 **$89. Cash or $8.90 Down;** telephoto Pro Tessar 85mm f/4.0 **$99. Cash or $9.90 Down.**

JUST ARRIVED!

The Brand New KONICA III

Packed with more quality than ever before, more features than you would think possible in the under-$300. price-range!



These most desirable advantages include:

- Automatic Rapid Film Advance, located on the **front of camera** for fast eye-level operation. Cocks shutter, advances film while counting exposures, **all in full view!**
- Single-glance indicator pin-points diaphragm and shutter stops at one index point.
- Built-in self-timer, operating at any shutter speed with a full ten-second delay.
- Crank-fitted rewind knob for satin-smooth winding at all times.
- 48mm f/2.0 Hexanon lens, makes even indoor color shots without flash possible.

All this and more in the incomparable KONICA III.

Send for free Illustrated brochure!

ORDER TODAY FROM D. F. A.

Immediate shipment **postage free!**

At just $119.75 OR only

$11.97 DOWN

A Cordial Invitation...

Order Anything Photographic!

Space necessarily limits products shown, but **anything photographic** may be ordered by mail directly from DOWLING'S. For immediate service with a big PLUS, use coupon on page 95!

IT'S ECONOMY TO START WITH THE FINEST!

Just Announced!

Revolutionary New Bolex H-16 Reflex . . .

Write D. F. A. *today* for free brochure and trade-in allowance quotation on your present equipment.

Bolex Paillard

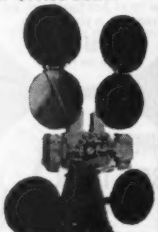
Bolex C-8 with Lytar coated f/2.5 lens	89.95 Cash or 8.95 Down
Bolex C-8 with Lytar coated f/1.9 lens	119.95 Cash or 11.99 Down
Bolex B-8 with Yvar coated f/2.5 lens	119.50 Cash or 11.95 Down
Bolex B-8 with Lytar coated f/1.9 lens	139.50 Cash or 13.95 Down
Bolex B-8 with Switar coated f/1.5 lens and Yvar 1½" (telephoto) coated f/2.8 lens	260.00 Cash or 26.00 Down
Bolex H-8 Leader with Lytar coated f/1.9 lens	269.50 Cash or 26.95 Down
Bolex H-8 De Luxe with Switar coated f/1.5 lens	432.50 Cash or 43.25 Down
Bolex H-16 Leader with Lytar coated f/1.9 lens	269.50 Cash or 26.95 Down
Bolex H-16 Reflex w/Lytar coated f/1.9 lens	419.50 Cash or 41.95 Down
Bolex H-16 Reflex w/Switar coated f/1.4 lens	535.50 Cash or 53.55 Down
Bolex H-16 Reflex with Switar coated f/1.4 lens, Switar 16mm coated f/1.8 lens, Switar 50mm coated f/1.4 lens & deluxe H-I case complete	849.50 Cash or 84.95 Down
Pan Cinor Zoom coated f/2.8 lens (for 8mm)	149.50 Cash or 14.95 Down
Pan Cinor Zoom coated f/2.8 lens (Model 70)	449.50 Cash or 44.95 Down
Bolex Electric Camera Drive	89.50 Cash or 8.95 Down
Bolex Tripod	78.50 Cash or 7.85 Down
Bolex Combination G8mm-16mm Projector	339.50 Cash or 33.95 Down
Bolex M-8 Projector with case	169.50 Cash or 16.95 Down
Bolex Titler and Special Effects Kit, (16mm)	299.50 Cash or 29.95 Down
Bolex Titler and Complete Accessory Kit (8mm)	99.00 Cash or 9.90 Down

UHLER Cine Printers the Professional's choice!

UHLER 16mm Cine Printer

New, improved model makes true copies of 16mm sound or silent as well as 8mm film. Operates entirely on AC—no batteries needed. Precision sprocket film advance and newly designed pressure plate assure perfect, sharp copies. Separate controls for picture and sound track with range of 10 densities provide exact exposure of color or black-and-white film. Capacity: 400 feet feed and take-up arms. 100 feet of film print in only 5 minutes. Precision made in every detail and easy to operate, the UHLER 16mm Printer quickly pays for itself because you save almost ¾ of the cost of commercially made copies. And you can have your copies ready the same day! **$195. Cash or $19.50 Down.**

Uhler Combination 8mm and 16mm Continuous Printer (illustrated) ▶



For professional or amateur movie makers, laboratories, schools and technicians—where the highest quality prints are required. Black and white or color; single or double system sound — film is run through the machine once only. 1200' capacity. Printing speed up to 1600' per hour. Lamps are air-cooled. Built-in filter holder for color film printing.

$775. Cash or $77.50 Down

Other Uhler Precision Cine Products

Combination 35mm Continuous Printer for Sound or Silent Pictures (capacity — 6-1200' feed and take-up discs)	$1145.00 Cash or $114.50 Down
Reduction and Enlarging Printer for 8mm and 16mm (1200' capacity)	1056.88 Cash or 105.68 Down
Reduction and Enlarging Printer for 16mm and 35mm (capacity — 4-1200' feed and take-up discs)	2475.00 Cash or 247.50 Down

only D.F.A. offers unique

LIFETIME GUARANTEE

Dowling's

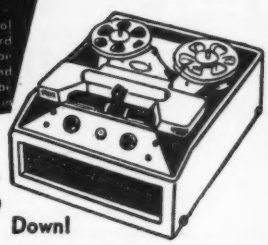
175 Fifth Avenue
NEW YORK 10, N. Y.

Just released! . . . Brand new 1957 CLIPPER

With Exclusive
MONOMATIC* CONTROL

MONOMATIC is a single knob control providing instant selection of Record or Play in either 7½" or 3¾" tape speeds as well as Fast Forward and Fast Rewind. Any position may be selected by a flick of the finger in either tape speed.

THE SUPERB
Pentron
PORTABLE TAPE RECORDER



The CLIPPER

Regularly $139.50. Now, from D. F. A. only **$109.95 Cash or** **$10.99 Down!**

- **Plays in any position!**
- **Simplest to operate**
- **High fidelity performance**
- **2-speed, 2-hour operation**

PENTRON PACEMAKER
(2 speaker; reg. $199.95) only **$149.50 Cash or $14.95 Down!**

PENTRON EMPEROR
(3 speaker; reg. $249.50) only **$187.50 Cash or $18.75 Down!**

new 1957 *Diax IIb*

The low priced 35mm PRECISION Camera with COUPLED Rangefinder and INTERCHANGEABLE coated Lenses by SCHNEIDER, Germany!

- Handsome, modern design; rugged construction; extreme compactness.
- Equipped with high-quality SYNCHRO-COMPUR MX fully synchronized shutter with Bulb, Time and speeds from 1 sec. to 1/500th sec. Built-in self-timer.
- Rapid-wind.
- Viewfinder for 85mm/90mm lenses built-in.
- Full line of available accessories.

DIAX IIb with Isconar 50mm f/3.5 lens	$99.50 Cash or $9.95 Down
DIAX IIb with Xenar 50mm f/2.8 lens	139.50 Cash or 13.95 Down
DIAX IIb with Xenon 50mm f/2.0 lens	169.50 Cash or 16.95 Down

Accessory Lenses for DIAX IIb

Xenagon 35mm f/3.5 (wide angle)	$79.50 Cash or $7.95 Down
Isconar 85mm f/4.5 (telephoto)	49.50 Cash or 4.95 Down
Tele-Xenar 90mm f/3.5 (telephoto)	99.50 Cash or 9.50 Down
Tele-Xenar 135mm f/4.0 (telephoto)	109.50 Cash or 10.95 Down

JUST OUT! Sensational New Diax Ib with Westar 50mm f/3.5 lens only **$69.50 Cash or $6.95 Down.** The Diax Ib takes all interchangeable lenses listed!

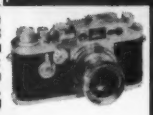
- 10 Days Free Trial
- FREE Postage and Insurance
- Hourly Air Shipments everywhere—including A.P.O.'s and F.P.O.'s!

STOP PRESS!

New 1957 Automatic Exakta IIA—just released. Here is single lens reflex photography at its finest! The Exakta IIA supersedes the VX and is available complete with Penta Prism rangefinder and the following automatic diaphragm lenses: with Westanar f/2.8 lens **$299.60 Cash or $29.96 Down;** with Tessar f/2.8 lens **$333.00 Cash or $33.30 Down;** with Westagon f/2.0 lens **$339.00 Cash or $33.96 Down;** with either Biotar f/2.0, Xenon f/1.9 or Quinon f/1.9 lens **$399.00 Cash or $39.90 Down.**

All New 1957
Leica IIIg

New bright-frame viewfinder, automatic sync. With New Elmar f/2.8 lens **$273.00 Cash or $27.30 Down;** with Summicron f/2.0 lens **$342. Cash or $34.20 Down.**



1957 Linhof

Incomparable new Super Technika 4 X 5 model IV (less lens) **$495.00 Cash or $49.50 Down.** New Super Technika "23", model IV (less lens), **$389.50 Cash or $38.95 Down.** Write D. F. A. today for details, trade-in allowances and Linhof lens lists!

Superb New 1957
Leica M-3!

LEICA M-3 with Elmar f/3.5 lens **$363. Cash or $36.30 Down;** with Summicron f/2.0 **$456. Cash or $45.60 Down;** with New Dual-Range Summicron and Optical Viewing Unit **$495. Cash or $49.50 Down;** with Summarit f/1.5 **$495. Cash or $49.50 Down.** New "RF" Summaron 35mm f/3.5 lens with Viewing Unit **$139.50 Cash or $13.95 Down.**

1957 POLAROID LAND CAMERAS

Highlander Camera only **$72.75 Cash or $7.27 Down. Complete Highlander** outfit: camera, flash, meter, case for outfit, and 3 rolls of film only **$99.50 Cash or $9.95 Down! Speedliner camera $94.50 Cash or $9.45 Down.**

New Models 1957 Rolleis!

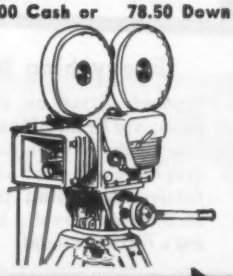
Rolleicord V with Xenar f/3.5 **$124.55 Cash or $12.45 Down;** Rolleiflex f/3.5G with Xenotar f/3.5 **$232.50 Cash or $23.25 Down;** Rolleiflex 3.5G with Planar f/3.5 **$272.50 Cash or $27.25 Down;** Rolleiflex 2.8E with Xenotar or Planar f/2.8 **$331.50 Cash or $33.15 Down.**

Top-Flight new 1957
AURICON
SOUND MOVIE EQUIPMENT

"Auricon" has long been synonymous with the finest in 16mm sound motion picture equipment. In this proud tradition, D.F.A. is privileged to present these exciting, superb new models . . .

* Auricon Pro-600 (illustrated) Camera-Head	$1165.00 Cash or $116.50 Down
Auricon Super-1200	4652.15 Cash or 465.21 Down
Auricon Filmagnetic	870.00 Cash or 87.00 Down
Auricon Cine-Voice, Single Lens Mount	695.00 Cash or 69.50 Down
Auricon Cine-Voice, Turret Lens Mount	785.00 Cash or 78.50 Down

* Please write for Auricon Pro-600 price schedule for suggested accessory combinations at special prices.



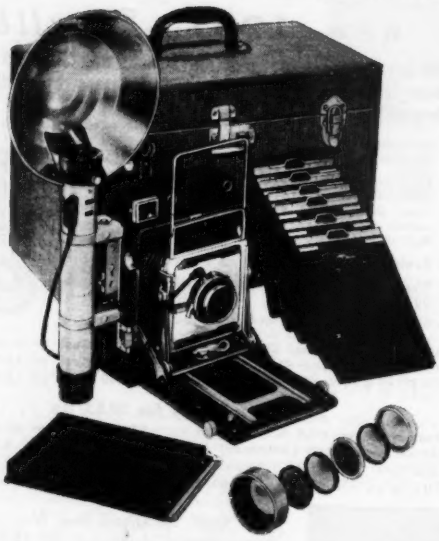
Wherever you live, you may purchase your Auricon directly from DOWLING'S Fifth Avenue with only 10% Down and the balance on easy terms. Shipping and insurance is free. Order today!

PHONE D. F. A. Collect—ORegon 4-7900. IT'S FREE!

GRAPHIC SALE!

Dowling's
FIFTH AVENUE

FAMOUS D.F.A. 1957 *Pacemaker* GRAPHIC OUTFITS



YOU GET ALL THIS!

• New 1957 Graphic camera with lens indicated below • Graflok back • Ektalite screen • New Graphic coupled Multifocus rangefinder with Rangelite and automatic parallax correction • New flexible wire frame finder • Graflite 3 cell flash unit • Deluxe case • Film pack adapter or rollfilm holder • 6 cut film holders • Adapter ring • Lens shade • 4 optical glass filters.

Size	Coated lens in shutter	Speed Graphic	Crown Graphic
2¼" x 3¼"	101mm Ektar f/4.5 (1/800 second)	$355.00	$315.00
	105mm Xenar f/3.5	310.00	299.00
	105mm Tessar f/3.5	315.00	293.00
	105mm Ektar f/3.7	360.00	309.00
4" x 5"	135mm Xenar f/4.7	315.00	293.00
	135mm Optar f/4.7	386.00	335.00
	127mm Ektar f/4.7	386.00	335.00
	135mm Tessar f/4.5	365.00	315.00
	135mm Xenotar f/3.5	419.00	398.00
	150mm Tessar f/4.5	365.00	315.00
	150mm Xenar f/4.5	365.00	315.00
	150mm Tessar f/3.5	419.00	398.00
	150mm Xenotar f/2.8	525.00	492.00
	152mm Ektar f/4.5	405.00	354.00
	152mm Dagor f/6.8	405.00	354.00

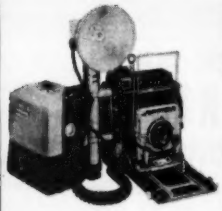
Price shown next to lens covers *all* the equipment listed!

Easy payments available!

All components of our D.F.A. Graphic outfits are brand new, latest models and fully guaranteed.

New Graphic rangefinder and flexible wire frame finder are made for 4 x 5 cameras only. 2¼ x 3¼ outfits are equipped with Kalart coupled rangefinder.

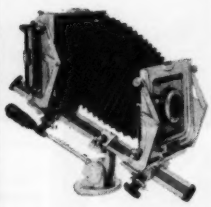
Stroboflash



Electronic Flash equipment is a must in modern photography. And DOWLING'S Fifth Avenue brings you the newest Stroboflash electronic units by Graflex designed for use with amazing new miracle Nickel Cadmium (Nicad) Lifetime batteries. You'll forget forever the cost and bother of flashbulbs. Stroboflash is in a class by itself for economy, dependability and convenience.

Stroboflash I (Color Guide No. 40-50) .....$66.75 Cash or $6.67 Down
Stroboflash II (Color Guide No. 70-75) .....74.50 Cash or 7.45 Down
Stroboflash II with Nicad-AC converter .....133.00 Cash or 13.30 Down
Stroboflash IV (Color Guide No. to 110) with exclusive 4 way power selector .....124.25 Cash or 12.42 Down
Stroboflash IV with Nicad-AC converter .....182.00 Cash or 18.20 Down

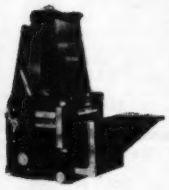
GRAPHIC VIEW II CAMERA



This famous View Camera is the basic equipment for every serious photographer. Here is unmatched versatility thanks to such features as rising, shifting and tilting front and back that enable you to make all corrections right **on the negative.** The 16" bellows extension permits 1 to 1 copying. Absolutely rigid monorail bed assures permanently accurate alignment. You have a choice of four backs, including reducing type. And with its fine hammertone finish, the all-metal Graphic View II Camera adds distinction to any studio!

Complete with Graflok back, film holder, pan-tilt base and compartment carrying case .....$149.50 Cash or $14.95 Down
Graflex Optar 162mm f/4.5 coated lens in synchro shutter .....88.50 Cash or 8.85 Down
Kodak Ektar 203mm f/7.7 coated lens in synchro shutter .....69.00 Cash or 6.90 Down
Schneider Symmar 180mm f/5.6 convertible coated lens in synchro shutter .....144.50 Cash or 14.45 Down

The Prize-Winning Super D GRAFLEX Camera



For perfect composition and ease in capturing that "right moment," the single lens reflex camera with a large negative is the ideal choice. Graflex cameras have been synonymous with successful pictorial photography for many years. Today's Super D Graflex cameras feature a focal plane shutter with speeds to 1/1000th second, built-in flash, revolving back, Ektalite field lens and interchangeable lenses. And the Super D Graflex was the first reflex camera with a fully automatic diaphragm for easy focusing and composing on large ground glass!

There are Graflex film holders for sheet film, film pack and 120 roll film. Whatever the photographic assignment, a Graflex camera can handle it superbly!

3¼ x 4¼ Super D Graflex with Ektar 152mm f/4.5 coated lens
$268.25 Cash or $26.82 Down

4 x 5 Super D Graflex with Optar 190 mm f/5.6 coated lens and Graflex back
251.25 Cash or 25.12 Down

4 x 5 Super D Graflex with Optar 190 mm f/5.6 coated lens and Graflok back
273.75 Cash or 27.37 Down

Everything Brand New!

Products listed on all four of D.F.A.'s pages are **Brand New**—factory packed. Our stocks of both used and new photographic equipment are however very extensive. **Anything photographic** may be ordered directly by mail from Dowling's Fifth Avenue!

Dowling's 175 Fifth Avenue, New York 10, N. Y.

Dowling's
FIFTH AVENUE

YOU CAN ALWAYS AFFORD THE BEST...BY PAYING

ONLY 10% DOWN

Minolta CAMERAS

designed for
PERFECTIONISTS
who are not afraid of saving money

Minolta AUTOCORD
Fully Automatic 2¼ x 2¼
Twin-Lens Reflex

Fully automatic film advance and shutter cocking • One-finger, single-stroke helicoid focusing • Famous ROKKOR 75mm 4-element f/3.5 coated taking lens • 75mm ROKKOR f/3.2 coated viewing lens • SEIKOSHA MFX fully synchronized precision shutter (1 to 1/500 sec. and bulb) • Brilliant Fresnel viewing screen
$99.50 cash or
$9.95 down!

Minolta 'A'
Fully Automatic 35mm Camera

Fully automatic single-stroke film advance and shutter cocking • Brilliant, single window coupled rangefinder/viewfinder • Famous ROKKOR 45mm 4-element f/3.5 coated lens • Fully synchronized OPTIPER MX precision shutter (1 to 1/300 sec. and bulb)—$49.95 cash or
$4.99 down!

Minolta AUTOCORD 'L'
Fully Automatic 2¼ x 2¼
Twin-Lens Reflex

Every Feature of the MINOLTA 'Autocord' PLUS: Built-in Exposure Meter • Direct-reading light-value scale • Super-simple diaphragm and shutter calibration in terms of light values—$124.50 cash or
$12.45 down!

Just Released!
Minolta A2

The incredible new Minolta A2 has the famous Minolta A features *plus* the superb "Lumi-frame" coupled range/viewfinder; "A-B-C-D" flash guide; and needle-sharp Rokkor 45mm five-element f/2.8 coated lens. Only $69.95 cash or
$6.99 down

Dowling's
175 FIFTH AVENUE, NEW YORK 10, N. Y.
in a N. Y. Landmark, the Flatiron Bldg. at 23rd St.
Mail Order Showroom, Suite 2000. Tel.: ORegon 4-7900

AIR MAIL TODAY!

M-657

Please ship the following immediately:_____
_____
Enclosed is $_____
☐ Down Payment ☐ Complete Payment.
I agree to pay $_____ monthly for___ months until merchandise is paid for.
I wish to trade in: _____
_____
☐ Give me tentative allowance by mail.
☐ I am shipping equipment for exact allowance.

Your trade-in may be used as down payment! It will be returned at D.F.A.'s expense if you don't accept our top offer.

☐ Send FREE literature on _____
☐ Send FREE 1957 Catalog.
☐ Send pamphlet on "Deferred Payments."

Name _____
Telephone No. _____
Address _____
City or Town_____ State_____

Look at the Name...
Sekonic

Look at the Price...
only $8.45

Look at these Features:

- High sensitivity
- Dual-range versatility
- Simple, speedy operation
- For color and black and white, still and movie cameras
- Accurate reflected and incident light readings
- Compact, lightweight, rugged
- ASA: 6 to 1600, Lens: f1.4 to f22, Shutter: 4 sec. to 1/1000th
- LVS readings

and you'll agree that the New SEKONIC "Leader DeLuxe" is

Today's Best Buy in Exposure Meters!

$8.45
complete with leather case, incident-light attachment and neck strap.

SEKONIC Light Amplifier Attachment boosts low-light sensitivity 400% ... only $3.50 extra

Write to distributors for free descriptive literature.

BROCKWAY CAMERA CORPORATION
1114 First Ave., New York 21, N. Y.
West, Alaska and Hawaii:
PONDER & BEST, INC.
814 No. Cole. Ave., Hollywood 38, Calif.
Canada: W. Carsen & Co., Ltd., Toronto

PICTURE MARKETS

(Continued from page 90)

fishing, children, etc. Min. size color trans. 4 x 5. Pay varies depending on use.

The Paramount Line, Inc., 400 Pine St., Pawtucket, R.I. Greeting Card Publishers. B & w and color winter scenes, Christmas subjects. Min. size color trans. 3¼ x 4¼. Pay varies on acceptance.

Scenic Calendar, Mutual Insurance Bldg., Chicago 40, Ill. Color scenics, U.S. and Canadian; i.e., parks, rivers, lakes, gardens, highways, etc. Min. size color trans. 4 x 5, horizontal position. Pay $150-$200 for inside and cover use. Pay on acceptance.

Joseph Schmidt, Inc., 181 Grand St., Brooklyn 11, N.Y. Color pix of glamour, babies, scenics, human interest, nature. Min. size color trans. 4 x 5. Pay varies.

Skinner & Kennedy Co., Bob Isenmann, 412-416 N. 4 St., St. Louis 2, Mo. Color singles; glamour, nudes, semi-nudes, babies, scenics, dogs, farm, human interest, floral arrangements. Min. size color trans. 4 x 5. Selections made during Oct. and Nov. Pay varies on acceptance.

FARM AND LIVESTOCK

Agricultural Leaders' Digest, 139 N. Clark St., Chicago 2, Ill. B & w singles; scenics, farm, human interest, nature. Pay $5 inside, $10 cover. Pay on acceptance.

American Cattle Producer, 801 E. 17 Ave., Denver 18, Colo. B & w pix of beef cattle or range cattle scenes. Pay $4-$10 on publication.

American Pigeon Journal, Warrenton, Mo. B & w singles; pets, hobbies, prize-winning pigeons, and pigeon lofts. Also squab ranches. Pay $1 on acceptance.

Family Herald, 231 St. James St. W., Montreal 1, P.Q., Canada. B & w farm, forestry, and rural pix. Color photos of farm and rural subjects wanted for covers. Pay $5 for b & w inside; up to $50 for color covers. Pay on acceptance.

Farm Journal. 230 S. 7 St., Philadelphia 5, Pa. B & w and color pix of farm news of interest to the farm audience. Min. size color trans. 2¼ x 2¼. Pay $10-$50 for b & w; $25-$100 for inside color; $100-$400 for color covers (prefer 4 x 5 trans.). Pay on acceptance.

The Farmer-Stockman, P. O. Box 1619, Oklahoma City 1, Okla., and 4321 N. Central Expressway, Dallas 5, Texas (two editions). B & w and color; farm scenes, indoor and outdoor homemaking, landscaping scenes. Min. size color trans. 4 x 5. Pay $50-$100 for color on acceptance.

The Feed Bag, 1712 W. St. Paul Ave., Milwaukee 3, Wis. B & w pix of general farm scenes, seasonal scenes. Vertical prints (8 x 10) only. Pay $7-$10 on acceptance.

Hardware & Farm Equipment, 638 W. 39 St., Kansas City 11, Mo. B & w pix of hardware or farm equipment subjects in Mo. and Kans. Pay $5 on publication.

Livestock Magazine, Box 4245, Memphis 1, Tenn. B & w singles and pic. stories; purebred cattle, hogs, and sheep. Pay $3-$5 on publication.

(Continued on page 100)

See Your Slides Naturally
using BOTH eyes! with the new

Bi-Lens 35

35mm Viewer with BUILT-IN LIGHT!

ONLY $6.95

Perfect way to view slides ... without eyestrain, in exciting new clarity, brilliance, depth! Bi-Lens/35 is sturdy, easy-to-use ... accepts all 2x2, 828, and Rollei "Super" slides. Handy Built-in Light operates on batteries or household current with transformer.

TRANSFORMER WITH CORD
Converts household current for use with Built-in Light. $3.50

NON-ILLUMINATED
Bi-Lens 35
Uses natural light. Otherwise, same outstanding features as above for crisp, distortion-free viewing. $4.95

Prices Slightly Higher in Canada

Made by SAWYER'S, Makers of Famous View-Master Products, Portland 7, Oregon

AT CAMERA COUNTERS EVERYWHERE

Why Not Get Rochester
Kodak Processing by MAIL BOTH WAYS

Why make unnecessary trips to store! Get service by mail BOTH ways! It's as quick and simple as this: You mail exposed film, KODACHROME (including Movie Film) and KODACOLOR, in mailing bag supplied FREE to FASCOLOR in Rochester (Home of Kodak). FASCOLOR dispatches direct to Kodak Color Laboratory daily. FASCOLOR returns finished work direct to you by First Class Mail the same day received from Laboratory. Slides or processed film are delivered by postman right to your mailbox. No extra trips to store, no parking inconvenience.

Send this ad with name and address on postcard. You'll receive FREE mailing bags, complete price list & money-saving discount plan.

SAVE by MAIL
MA 1753

FASCOLOR Box 86 Rochester 1, N. Y.

FREE COLOR ENLARGEMENT
with Ektachrome, Kodachrome and Anscochrome, custom quality, processed by experts.

EKTACHROME and ANSCOCHROME 120 and 620		$1.00
EKTACHROME and ANSCOCHROME 35mm	20 exp.	1.25 (mounted)
	36 exp.	2.00 (mounted)
KODACHROME	20 exp.	1.50 (mounted)
	36 exp.	2.50 (mounted)

Free Coupon Good for Wallet-Size Custom Color-Print With Every Roll Processed

EKTACHROME and ANSCOCHROME, factory fresh guaranteed reloads	20 exp.	$1.50
	5 for	6.95
KODACHROME original rolls	20 exp.	1.59
	36 exp.	2.29

DELUXE COLOR PRINTS from your transparencies ... full 2¼ x 3¼ ... only 35¢

Send for complete price list and mailing bags. Money back if not satisfied.

NATIONAL PHOTO LABS NEW HYDE PARK 11 N Y

"AMERICAN" YOUR HEADQUARTERS FOR SUPER SAVINGS IN SINGLE LENS REFLEX

WE DELIVER EXACTLY WHAT WE ADVERTISE! NO SWITCHES! DOUBLE GUARANTEE: 15-DAY FREE TRIAL & MONEY BACK!

New 1957 AUTOM. **RITACON F**

WITH AUTOM. F2.8 TESSAR

• Penta Prism Eye-level thru-the-lens focusing; Built-in fully autom. diaphragm lens control; Autom. Exp. counter; Interchangeable fully autom. lenses; Built-in synchr. for strobe-flash; Focal plane shutter fr. 1 sec. to 1/1000; Delayed action self-timer; ACCEPTS ALL PENTACON lenses & accessories.

Reg. $249.50 .....OUR PRICE ONLY **$154.49**

With AUTOMATIC F2 BIOTAR
(other features as above) Reg. $289.50 ONLY **$179.49**

New 1957 RITACON FB
As above but w/built-in Direct Reading Exposure Meter—"Height of Perfection" (high initial sensibility, new improved simplicity system.) **ADD ONLY $29.50** to above 2 cameras.
Eveready Leather Case Reg. $15.95.....ONLY $9.95

LATEST AUTOMATIC **EXAKTA VX**

with Genuine IHAGEE PENTA PRISM, with Split Image RANGEFINDER AND

- f2.8/Automatic WESTANAR .....ONLY $169.49
- f2.8/Automatic TESSAR .....ONLY 189.49
- f2 Automatic BIOTAR .....ONLY 219.49
- f2 Automatic QUINON .....ONLY 229.49
- f2 Automatic XENON .....ONLY 229.49
- Brand-New Eveready Leather Case..... 8.89

EXAKTA VX

Latest Automatic Flash Model AUTOMATIC EXAKTA VX

• Single Flashposts for Strobe, Regular FP bulbs, the newest baseless flashbulbs—newly engineered shutter, fully redesigned. Slow-Speed & Delay Mechanism—New Quick-Grip Speed Control—Accidental Exposure Prevention even with Penta Prism in Camera .....ONLY **$49.49**
(plus your Exakta VX, body for body)

DIRECT IMPORT

Sensational Savings on Brand-New Famous Make Lenses
For Kine Exakta, Exa, Praktica, Praktiflex, New Practica FX2 Rival-Reflex, Astraflex, Catalina, Pentacon, Consol, Hexacon, Edixa Reflex. For Praktina FX & Supreme Hexacon add $5.00.

	List	Our Net
28mm/f3.5 Preset Ultra W.A.	$120.00	$ 74.49
35mm/f2.5 Preset Super W.A.	99.50	59.49
35mm/f3.5 W.A. (for Exakta only)	79.50	49.49
f3.5/135mm 5-elem. Telephoto	69.95	27.89

NEW! 35mm/f3.5 AUTOM. WIDE ANGLE Famous Make. Reg. $99.50 — OUR PRICE ONLY **$59.49**

Brand-New C.Z. **AUTO-BIOTAR F:2 $48.99** plus your pre-set Biotar

Brand-New Schneider **Autom. Xenon F:1.9 $53.49** plus your pre-set Biotar

• LENSES •

for Exakta, Contax D, NEW Praktica FX, Praktiflex, Consol, Pentacon, Hexacon

	List Price	Our Price
ANGENIEUX		
f3.5, 28mm Angenieux	$120.00	$ 63.99
f2.5, 35mm Angenieux	99.50	59.49
f1.8, 90mm Angenieux	149.50	104.89
f2.5, 90mm Angenieux	94.50	63.99
f2.5, 135mm Angenieux	179.50	125.59
f3.5, 135mm Angenieux	89.50	62.99
f4.5, 180mm Angenieux	96.00	65.99
ZEISS		
f2.8, 35mm Zeiss Flectagon Fully Automatic	149.95	104.99
f2. , 58mm Zeiss Biotar, Fully auto.	165.00	106.49
f2.8, 50mm Zeiss Tessar, Fully auto.	100.00	69.49
f1.5, 75mm Zeiss Biotar pre-set	216.50	139.49
f4.0, 135mm Zeiss Triotar pre-set	85.00	62.49
f2.8, 180mm Zeiss Sonnar pre-set	395.00	209.49
KILFITT		
f3.5, 40mm Microkilar E.	89.95	62.99
f3.5, 40mm Microkilar D.	114.95	80.49
f2.8, 90mm Microkilar	269.95	189.49
f3.5, 150mm Tele-Kilar	154.50	109.49
f5.6, 180mm Tele-Kilar	184.50	129.49
STEINHEIL		
f3.5, 40mm Steinheil Cassaron	54.50	38.19
f1.9, 55mm Steinheil Quinon, auto	169.50	109.49
f2.8, 85mm Steinheil Culminar	65.00	45.49
f2.8, 135mm Steinheil Quinar, p.s.	149.50	104.99
f2.8, 135mm Auto Quinar	199.50	139.50
f4.5, 200mm Steinheil Quinar, p.s.	149.50	104.99
SCHNEIDER		
f1.9, 50mm Xenon, Fully Automatic	169.50	108.99
f3.5, 135mm Tele-Xenar, Fully Auto.	144.50	105.49
f5.5, 200mm Tele-Xenar, pre-set	124.50	87.49

• ACCESSORIES •

For Exacta, Praktica, Pentacon, Praktina

	List	Our Price
Novoflex Ext. Bellows, single carriage	$ 54.50	$ 24.49
Novoflex Double Ext. Bellows	59.50	42.49
Novoflex Extendable Bellows, lens hood	14.25	10.49
Novoflex Slide Copy Device	22.50	15.49
Leather Case for Bellows	10.00	6.99
Exakta Only:		
Ihagee Type Ext. Tube Set	24.00	8.99
Ihagee Type 2 in 1 Adapter	6.00	5.99
Microscope Adapter with Tube	24.00	9.99
Ihagee Waist Level Finder	20.00	12.99
Ihagee Penta Prism Range Finder	85.00	32.99
Ihagee Eveready Case	12.50	8.99
Ihagee Deluxe Eveready Case	15.00	10.99
Ihagee Body Caps	1.50	.89
Ihagee Eye Piece for Penta Prism	6.00	3.99
Ihagee Range Finder Glass for P.F.	35.00	6.99
Pentacon Only:		
Ext. Tubes	12.95	4.99
Folding Bellows	19.95	10.99
Eye Piece	9.95	5.99
Genuine Pentacon Distance Carriage Bellows	34.50	19.99
Focusing Eye Telescope (12 times enl. of image section)	24.50	14.99
Rotatable Angle View Finder (permits viewing from any angle)	59.50	39.99
Sports Finder	19.95	11.99
Case for Pentacon	15.00	9.99
Deluxe B.C. Flashgun	15.00	9.99

NEW AUTOM. **EXAKTA FX OUTFIT**

- Automatic 1956 EXAKTA VX
- Automatic BIOTAR 58mm/f:2
- Genuine IHAGEE Waist Level Finder
- Brand-New 100mm/f:4.5 WESTAR
} $327.50

Telephoto Lens	44.20
• Brand-New Extension Tube Set	28.00
• Brand-New Eveready Leather Case	12.00
• Brand-New BC Flashgun	15.50
Reg.	$424.20

SAVE $174.71 OUR PRICE **$249.49**

For Eye-Level Penta Prism Automatic Rangefinder instead of Waist Levelfinder. ADD $14.99

EYE-LEVEL PRISM FINDER
for Praktica, Praktiflex FX, and Rival Reflex

Permits reflex viewing at eye level. Brilliant ground glass view of image, upright, correct-sided, free from parallax error. List $19.95.

ONLY **$11.99**
Genuine Zeiss ONLY $17.99

An American Extra
Brand New 1957 KODAK RETINA IIIC

Built-in Exposure Meter — Coupled R.F.—Xenon F2 Coated Lens—Interchangeable Lenses—Compur MXV shutter—L. V. Scale—Rapid Wind Lever.

	List	Our Price
Kodak Retina IIIC	$190.00	$114.49
Kodak Retina IIC	135.00	89.49
Kodak Retina Longar Tele Lens	82.50	54.49
Kodak Curtar W.A. Lens	62.50	42.49
Kodak Retina Universal Finder	17.95	13.49

Kodak Retina E.R. Case. List $12.00. Our Price $7.95. All Kodak Retina accessories available. Write for Prices.

LATEST **PRAKTICA FX OUTFIT**

Brand-New 1957 Autom. PRAKTICA FX
Brand-New 50mm/F2.8 WESTANAR
} $139.50

Brand-New 100mm/F4.5 WESTAR Tele Lens	44.20
Brand-New Extension Tube Set	16.00
Brand-New Eye-Level Prismfinder	29.95
Brand-New Genuine Leather E.R. Case	10.95
Brand-New BC Flashgun	15.50
PLUS EXCLUSIVE! BUILT-IN AUTOM. SPLIT IMAGE RANGEFINDER GROUNDGLASS	35.00
Reg.	$291.10

YOU SAVE $146.91—Our Price Only **$144.19**

JUST ARRIVED — ISCO **WESTANAR**
Preset TELEPHOTO LENSES, color-corrected.
for Exakta, Praktica, Pentacon, Ritacon

	List	OUR NET
F3.5/135mm WESTANAR	79.50	$44.49
F4.5/150mm WESTANAR	69.50	$39.49
F4.5/180mm WESTANAR	89.50	$49.49

For PraktinaFX & Supreme Hexacon add $5.00

BRAUN AUTO 100 — Electronic Flash

Complete with Push Button control for AC battery, built-in charger, variable voltage control from 110V-250V, half light control for close-ups. Interchangeable wide & narrow beam reflector, bracket and cord.
Reg. $106.50

SPECIAL ONLY **$69.49**

EXTENSION FLASH HEAD, Reg. $27.00.....Only $17.99

BRAND NEW PENTA PRISM

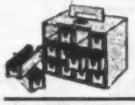
for Exaktas V, VX & Exas! Split Image Rangefinder comb. with Viewfinder. OUR PRICE Complete with case & extra ground glass..... **$22.99**

FOLDING EXTENSION BELLOWS

Folding Extension Bellows for Exakta, Exa, Praktica, Pentacon. Folds to 2". Genuine Leather Bellows. Reg. 19.95.

BRAND-NEW **Special Only 10.89**

T.D.C. VIEWLEX OWNERS:
Trays for your Selectron Change-O-Matic or Project-O-Matic. Hold 30 slides ea. in cardboard, glass metal mount.
12 trays for $4.89
12 trays in metal case $8.99



Slide Trays For Revere
For Revere autom. projectors 553, 555, 888. Hold 36 slides ea. in cardboard, glass or metal mounts. 12 Trays in carrying case. Reg. $14.95
BRAND NEW **Our Price $8.99**

BRAND NEW AIREQUIPT MAGAZINES

List $2.25 (Min. order 3)
Special $1.69 ea.
Save on Dozen Lots List $27.00
Special $17.99 doz.
12 Airequipt Magazines in Metal Case. Reg. $36.95. Special $21.99

- Everything listed used, unless otherwise specified.
- Prompt shipment guaranteed.
- Include postage on all prepaid orders. Excess credited or refunded.
- On C.O.D. shipment—10% deposit.

AMERICAN **CAMERA EXCHANGE** OF NEW YORK, INC.
Dept. M-6, 100 WEST 44th St. (OFF 6th Ave., next to Loft's)
NEW YORK 36, N. Y. PL 7-8737

STRICTLY BETWEEN US!

FAMOUS German Import PRESET TELEPHOTO LENSES

For EXAKTA, PENTACON, CANON, HASSELBLAD, PRAKTINA, LEICA, CONTAX, NIKON, EXAKTA 66,

135mm F3.5 ctd. PS.....$33.00
180mm F5.5 ctd. PS.....$37.50
250mm F5.5 ctd. PS.....$58.50
400mm F5.5 ctd. PS.....$98.50

New CONTAFLEX OUTFIT

Latest Model F2.8 Tessar, M-X Auto Diaphragm

SPECIAL 89.50 USED

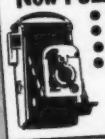
GUARANTEED TO BE THE FINEST TWIN-LENS REFLEX YOU'VE EVER SEEN

DIRECT FROM WORLD FAMOUS JAPANESE FACTORY TO YOU

- F3.5 Four Element Lens
- Full M-X-F Synchro Shutter 1 Sec. to 1/300
- Auto Film Transport and Counter
- Body Shutter Release and Built-In Self Timer

Carrying Case $6.50 $38.50 NEW

New POLAROID HIGHLANDER



- Polaroid Highlander Camera
- Deluxe Flashgun for Polaroid
- Fully Lined Pigskin Pro Bag
- 2 Rolls of Polaroid Film

REG. 99.50 VALUE OUTFIT ONLY $74.50

YOUR MOVIES CAN HAVE FINISHED PROFESSIONAL QUALITY!

8MM MANSFIELD ACTION EDITOR
DELUXE—REG. $45.00—SPECIAL...$29.50

16MM MANSFIELD ACTION EDITOR
DELUXE—REG. $49.50—SPECIAL... 32.50

SAVE ON 16MM PATHE DEMONSTRATOR CAMERAS!

Featuring —

- THROUGH THE LENS FOCUSING
- VARIABLE SHUTTER, ETC.

DEMO. PATHE BODY ONLY.....$229.50
DEMO. PATHE w/F1.9 BERTHIOT..$269.00
DEMO. PATHE w/F1.9 BERTHIOT, 10MM—F1.9 BERTHIOT, 75MM F3.5 BERTHIOT $429.00

MINIFILM'S GUARANTEED USED BUYS!

BUY AND TRADE IN SELL AND GET IMMEDIATE CASH

LENSES	Our Used Price	Trade-in or Cash Paid
28mm f3.5 Nikkor	$95.00	$70.00
28mm f3.5 Serenar	74.00	50.00
35mm f2.8 Biogon	99.00	75.00
35mm f2.5 Nikkor	84.00	65.00
35mm f3.2 Serenar	67.50	50.00
35mm f3.5 Nikkor	49.00	35.00
35mm f3.5 Summaron	67.00	48.00
85mm f2 Sonnar	115.00	85.00
85mm f2 Nikkor	86.00	70.00
85mm f1.5 Summarex	149.00	110.00
90mm f4 Elmar	60.00	45.00
125mm f2.5 Hektor	93.50	70.00
135mm f3.5 Nikkor	79.50	57.00
200mm f4.5 Telyt	102.00	75.00
135mm f4.5 Hektor	89.00	70.00
135mm f4 Sonnar	91.50	70.00
40mm f4.5 Mak-Kil E.	56.00	45.00
40mm f3.5 Mak-Kil D.	76.50	60.00

LEICA OR CONTAX

Contax IIA f2 Sonnar	150.00	120.00
Contax IIA f1.5 Sonnar	169.50	135.00
Contax IIIA f2 Sonnar	180.00	150.00
Leica IIIA f2 Summar	73.60	50.00
Leica IIIC f2 Summitar	99.50	75.00
Leica IIIF f2 Summitar	124.00	85.00
Leica IIIF f2 Summicron	164.00	135.00
Nikon S2 f2 Nikkor	169.00	140.00
Nikon S2 f1.4 Nikkor	199.50	160.00
Canon V 35mm f1.8	215.00	175.00
Canon V f1.2 50mm	299.00	230.00
Canon IV S-2 f1.8	150.00	110.00
Contax IIIA f1.5 Sonnar	199.00	160.00
Leica IIIC f3.5 Elmar	76.00	60.00
Leica IIIF f3.5 Elmar	114.00	80.00
Leica IIIF f1.5 Summarit	174.00	150.00
Leica M3 f2 Summic.	268.00	220.00
Leica M3 f1.5 Summ't	298.00	250.00

35mm SINGLE LENS REFLEX

Contaflex I f2.8 Tessar	89.50	75.00
Contaflex II f2.8 Tes.	114.00	90.00
Exakta VX f2 Biot PS	159.50	135.00
Praktina FX f2 Biotar Auto	179.50	140.00
Exa f2.8 Westar	35.00	30.00
Exakta V f2 Biotar	120.00	90.00

35mm CAMERAS

Konica III f2	69.00	50.00
Mercury II f2.7	17.50	10.00
Robot Star f1.9 Xenon	73.00	55.00
Voigt Vitessa L f2	94.50	70.00
Lordomat f2.8 Lordon.	59.50	40.00
Kodak Retina II f2 RF	49.00	30.00
Kodak Retina IIA f2.	72.00	50.00
Minox IIIS f3.5	79.50	60.00

ROLLFILM CAMERAS

Kodak Medalist II f3.5	99.00	70.00
Polaroid 95	44.00	30.00
Polaroid Pathfinder	174.00	125.00

8mm CAMERAS

Revere 88 f2.5	33.00	20.00
Revere 50 f2.8	19.00	14.00
Revere 84 f1.9 Tur	79.50	65.00
Revere 40 f2.5 Mag	48.00	40.00
Revere 44 f1.9 Mag	88.00	70.00
Revere B63 f2.5 Mag	81.00	65.00

8mm PROJECTORS

Keystone K75 500W	37.50	30.00
Keystone 100M 500W.	64.00	50.00
Keystone K109M 750W	72.00	60.00
Revere 85 500W	56.75	40.00
Revere 90 750W	62.00	50.00

16mm Projectors

Keystone A82 750W	62.50	55.00
Keystone K161 750W	89.00	70.00
Revere 48 750W	88.00	69.00

Slide Projectors

Revere 553 Auto 300W	47.50	30.00
Revere 555 Auto 500W	57.00	44.00
Revere 888 500W Auto	74.00	60.00

16mm CAMERAS

Auricon f1.9	534.00	350.00
B&H 70DL f1.9	194.00	170.00
B&H 200 f2.5	119.50	85.00
Keystone A-12 f1.9 Tur	95.00	80.00
Keystone A9 f2.5	47.50	35.00
Keystone A-15 f1.5	126.00	95.00
Keystone K51 f1.9 Mag	102.50	80.00
Pathe Super Tur	269.00	180.00
Zoomar f2.8	379.00	300.00

2¼ x 2¼ REFLEX CAMERAS

Minolta Autocord f3.5.	53.50	40.00
Rolleicord IV f3.5 Xen	61.00	50.00
Rolleicord III f3.5 Xen	57.50	45.00
Rolleicord V f3.5 Xenar	72.00	55.00
MX Rollei f3.5 Xenar.	99.00	80.00
MX Rollei f3.5 Tessar	109.00	85.00
MX Rollei f2.8 Xenotar	159.00	130.00
Hasselblad/1000 f2.8	239.00	185.00
Hasselblad/1600 f2.8	276.00	200.00
Ikoflex IIA Auto f3.5.	69.00	50.00

35mm STEREO CAMERAS

Revere f3.5	77.00	55.00
Stereo Realist f3.5	59.00	45.00
Edixa Ster 3A f3.5 RF	59.00	45.00

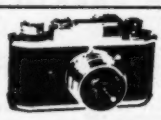
PRESS CAMERAS

23 Ann Graph RF f4.5	69.50	45.00
45 Ann Graph RF f4.5	79.50	50.00
45 Linhof Super Tech RF f4.5 MX	194.00	160.00
23 Linhof Super Tech RF 3-lenses Comp.	379.50	315.00
45 Pace Spd f4.7 RF.	149.50	110.00
45 Speed 1956 f4.7 Graphic Multifocus RF Rangelite	189.00	145.00

A *Gem* OF SIMPLICITY

New 35mm *Imported* CAMERA OUTFIT

SO SIMPLE TO OPERATE... Any beginner can make beautiful pictures... pictures you'll be proud to own!



- F3.5 ctd. lens
- Built-in flash sync.
- Bulb to 1/300 sec.
- Double Exp. prevention
- All metal construction
- Deluxe case
- Flashgun

$18.95 NEW

Now! BUY A TAPE RECORDER AT *Minifilm's* LOW...LOW PRICES!

With Microphone, Case, and Roll of Pre-Recorded Tape!

- 2-Speeds • Dual-Track
- Two Hi-Fi Speakers
- Radio-TV-Phone Input
- Provision for Foot Control
- Fast Rewind

A MUST for every household that likes fun or enjoys music.

USE IT FOR BUSINESS • SPEECH IMPROVEMENT • JUST SHEER PLEASURE

Reg. $139.50
NOW ONLY $79.95 BRAND NEW

COUPLED RANGEFINDER 35mm PAX

- F3.5 LUMINOR LENS
- FULL FX FLASH SYNCH.
- SHUTTER SPEEDS B-1/300

REGULAR $49.50
SPECIAL $29.99

DELUXE CASE $4.99

5 PCE. OUTFIT • PAX CAMERA • CASE • SURE SHOT FAN FLASHGUN • SUNSHADE & FILTER SET IN LEATHER CASE • SPECIAL $38.99

MONEY BACK GUARANTEE

8mm MATCHED LENS SETS!

● Guaranteed Top Quality ● Needle Sharp and Precision Made ● CLICK STOPS

● Regularly sells for double the price.

8mm W.A. ....F1.9 ctd. / 38mm Tele ....F1.9 ctd. SET $34.95

7mm W.A. ....F2.5 ctd. / 36mm Tele ....F2.5 ctd. SET $29.95

WORLD'S *FINEST* 35mm VIEWER

● 100% AUTOMATIC ● 6X AREA MAGNIFICATION ● DOUBLE BATTERIES ILLUMINATE MAGNIFIED TRANSPARENCY WITH BRILLIANT DEEP DIMENSION IMAGE.

Regular $7.95 Value

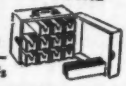
Only $4.99

NO BETTER VIEWER AT DOUBLE THE PRICE

GIVE YOUR SLIDES A PERMANENT HOME

FOR TDC AND VIEWLEX

Metal Storage and Carrying Case Complete with 12 Trays — Each Tray Holds 30 Slides



REG. $23.95
SPECIAL $9.95

FOR REVERE ...$14.95

New GENUINE PENTACON 35mm REFLEX

- Famous Schneider Ultra Fast F2 Ctd. Lens
- Speeds to 1/1000
- Built-in MX Synch.
- Delayed Action
- Auto Film Counter

ONLY $109.50 NEW

ZEISS TYPE PRISM BINOCULARS

NATIONALLY ADVERTISED...SAVE MORE THAN 50% AT MINIFILM.

These Fine Precision Binoculars Have:

- Coated Prisms
- Lightweight Design
- 2 Year Guarantee
- Coated Lenses
- Moisture Proof
- Case & Shoulder Strap

6x15 1 F.	$ 9.85	7x50 1 F.	$19.95
6x30 1 F.	13.95	7x50 CF	21.95
6x30 CF	15.95	8x30 1 F.	13.45
7x35 1 F.	18.95	10x50 CF	24.95

MINIFILM CAMERA STORES

Where Customers Become Friends

MAIL ORDERS TO ▶ 1190 Avenue of the Americas (bet. 46-47 St.) New York 36 • JU 2-1416

PLEASE ENCLOSE ESTIMATED POSTAGE & INSURANCE. EXCESS WILL BE REFUNDED. NO C.O.D. UNDER 10 DOLLARS. PLEASE ENCLOSE 10% ON C.O.D.

ONLY $10.00 DOWN DELIVERS

ON MINIFILM'S QUICK—CONFIDENTIAL TIME PAYMENT PLAN!

- NO CO-MAKERS
- NO CREDIT INVESTIGATIONS
- NO OUTSIDE FINANCE COMPANY
- STRICTLY CONFIDENTIAL
- UP TO 18 MONTHS TO PAY
- IMMEDIATE ACTION PLUS SPECIAL DELIVERY SHIPMENTS

BIG DISCOUNTS UP TO 50% — ON NEW OR USED EQUIPMENT — SEND COUPON BELOW

LEICA M3

with f2 Summicron Ctd. lens

$269.00 USED

LEICA IIIF BODY, LATEST, NEW	$119.50
F2 SUMMICRON LENS, USED	84.00
LEICA IIIF, F2 SUMMITAR, USED	119.50
LEICA IIIF, F2 SUMMICRON, USED	164.00
LEICA IIIF, F1.5 SUMMARIT, USED	174.00
NEW LEICA MODELS	
LEICA IIIG, Without Lens	$186.00
LEICA IIIG, With 50MM Elmar F3.5 Lens	244.50
LEICA IIIG, With New 50MM Elmar F2.8 Lens	282.00
LEICA IIIG, With 50MM Summicron F2 Lens	342.00
LEICA IIIG, With 50MM Summarit F1.5 Lens	363.00
LEICAVIT, For Sequency Photography	24.00

Famous MINOLTA AUTOCORD CAMERA

F3.5 Ctd. Lens, MXF Syncro, 1 Sec. to 1/400 Sec. Auto Film Transport, Built-In Self Timer

REG. $99.50 SPECIAL $52.50 USED

The EXPOSURE METER

YOU HAVE ALWAYS WANTED!

NATIONALLY ADVERTISED FAMOUS MAKE

AT Savings Over 50% Below Wholesale

Reg. Value 12.95 NOW $4.95 with Case and Chain

New ULTRA BLITZ EXPERT IV ELECTRONIC FLASH

- 80 Watt Seconds—Same Power As A Number 5 Flashbulb
- PORTABLE AND A.C.
- TAKES 5 SMALL B CELL BATTERIES LIFETIME FLASHTUBE

FINEST OF THE GERMAN IMPORTS

REG. $80.95 LESS BATTERIES $37.50

IMPROVE YOUR PICTURES

6 Section Elevator Tripod with Deluxe Pan Head

It's light...compact... designed to fit your movie or still camera!

MINIFILM SPECIAL $7.95

ARGUS C3 AND ARGUS 300 WATT PROJECTOR

FAMOUS ARGUS C3, L.N. CASE, FLASHGUN

Brand New 300 Watt Blower Cooled ARGUS Projector (Newest 1957 Model)

Only $69.95 COMPLETE

ALL BRAND NEW-AT BIG DISCOUNTS

BRAND NEW 8MM MOVIE CAMERAS

Kodak Brownie f2.7	29.95	$ 22.50
Kodak Brownie f2.3	37.50	29.00
Kodak Brownie f1.9	46.50	33.95
Kodak Brownie Turret f1.9	79.50	62.50
B&H 220 Camera f2.5	39.95	33.50
B&H 252 Camera f2.3	49.95	38.50
B&H 252B Camera f1.9	59.95	45.00
B&H 134 V Camera f2.5	99.25	78.00
B&H 134 W Camera f1.9	119.95	99.00
Kodak Brownie Medallion Mag. f1.9	129.50	97.50
B&H 172 B Mag. f2.5	134.95	110.00
B&H 134 TA Turret f1.9	169.95	133.00
B&H 172A Mag. Turret f1.9	199.95	153.00

BRAND NEW 16MM MOVIE CAMERAS

B&H 200 T f1.9	244.95	$194.00
Cine Kodak K100 Turret f1.9	315.00	249.50
B&H 200 TA f1.9	289.95	227.00
B&H 200 EE f1.9	299.95	230.00
B&H 70DR f1.9	385.50	307.00
Cine Kodak Special II F1.9	1375.00	1030.00

BRAND NEW 8 & 16MM PROJECTORS

8mm Brownie 300 W	62.00	$ 46.50
8mm Brownie 500 W	74.50	55.00
8mm B&H Monterey 253	79.95	61.50
8mm Kodak Showtime, 500W	115.00	85.00
8mm B&H Regent 122 LC	159.95	127.00
8mm B&H Regent 122 LR	179.95	139.00
16mm B&H Statesman	233.95	188.00
16mm B&H Diplimat	299.95	239.50
16mm Kodak Pageant Sound	459.00	345.00
16mm B&H 385 C Sound	479.95	387.00
16mm B&H 302 C Mag. Sound	734.00	592.00
Ampro Stylist DeLuxe Sound	419.85	305.00
8mm DeJur Proj. 500 W	69.95	53.00
8mm DeJur Proj. 750 W, case	166.00	119.00
8mm DeJur Proj. 1000 W	181.00	136.00

BRAND NEW SLIDE PROJECTORS

TDC Headliner 303, Selectron & CC	59.50	$43.50
Kodak Signet 300	59.50	45.00
Kodak Signet 500	72.50	54.95
TDC Duo 300 Projector	67.50	51.00
TDC Model D Selectron & CC	79.50	59.95
TDC Duo 500 Proj.	84.50	63.00
TDC Stereo Projector Viewer	144.50	108.00
TDC Stereo Proj. (500)	149.50	112.00
B&H Rabomatic Proj. & case	149.50	112.00
TDC Streamliner 500 Selectron & CC	89.50	67.00
Graflex Constellation 500W, Auto Changer	89.75	68.50
Graflex Constellation 500W, Auto Slide Timer	99.75	74.50
Argus 300 W, DC	39.50	29.50
Argus 300 W Auto Changer, case	62.50	46.95
A.O. 300 W Auto	69.50	46.50
A.O. 500 W Auto	74.50	56.50
Bramberger Rocket Auto 300 W	59.50	39.50
Bramberger Riviera 2¼ Square 300W	59.50	39.50
Bramberger 2¼ Square with Auto Changer, 300 W	74.95	57.00
Bramberger 500 W 2¼ Square, Auto Changer	84.45	63.50
Viewlex, Projectomatic, case, 6 trays	79.50	59.50
Viewlex Powermatic, 500W case, 6 trays	119.50	89.00
LaBelle Showman, 300 W	59.95	44.95
LaBelle Producer, 500 W	94.95	69.50
LaBelle Professional 75, 500 W Remote	154.95	117.50

BRAND NEW 35MM CAMERAS

	Reg.	Sale
Kodak Pony 135C f3.5	36.50	$ 24.95
Signet 40 f3.5 & flash	69.00	49.95
Kodak Signet Camera f3.5 Ektar	75.00	54.50
Retina IIC Camera f2.8 Xenar	139.50	89.50
Retina IIIC Camera f2 Xenon	190.00	116.95
Ricoh "35" f3.5, case, flashgun	59.95	44.95
Ricoh 500 f2.8 MFX 1/500 Sec.	69.95	52.50
Argus C3 f3.5 ctd. case, flash	69.95	52.50
Argus C4 f2.8 ctd. case, flash	99.50	74.50
Argus C44 f2.8 ctd. case, flash	117.00	87.00
Alcia III f1.9 MX, 500 sec.	99.50	79.50
Regula Gypsy, cpld. Rfdr. f2.8 Cassar	69.50	49.50
Robot Royal "36", f2 Sonnar	329.95	247.50
Graphic 35 f3.5 case, flash	89.50	67.00
Graphic 35 f2.8 case, flash	99.50	74.50
Stereo Graphic f3.5 case, flash	79.50	59.50

BRAND NEW LENSES—EXAKTA, PENTACON, PRAKTICA, PRAKTIFLEX, ETC.

28mm f3.5 Angenieux	120.00	$ 89.00
35mm f2.5 Angenieux	99.50	74.50
90mm f1.8 Angenieux	149.50	113.00
90mm f2.5 Angenieux	94.50	69.75
135mm f3.5 Angenieux	89.50	67.50
180mm f4.5 Angenieux	96.00	72.00
35mm Auto Flektogon	149.95	112.00
58mm f2 Auto Biotar	165.00	124.00
58mm f2.8 Auto Tessar	100.00	74.50
75mm f1.5 Biotar Preset	216.50	162.50
180mm f2.8 Sonnar Preset	295.00	249.50
50mm f1.9 Auto Xenar	169.50	127.50
135mm f3.5 Auto Tele Xenar	144.50	108.50
200mm f5.5 Tele Xenar Preset	124.50	93.50
40mm f3.5 Steinheil Cassaron	54.50	41.50
55mm f1.9 Auto Quinon, Steinheil	169.50	127.00
85mm f2.8 Steinheil Cutaniar	65.00	49.00
135mm f2.8 Steinheil Quinar Preset	149.50	112.00
200mm f4.5 Steinheil Quinar Preset	149.50	112.00

BRAND NEW REFLEX CAMERAS

	Reg.	Sale
Yashica A, f3.5 syncro.	29.95	$ 22.95
Yashica C, f3.5 MX, syncro.	46.50	34.95
Yashica LM, f3.5, MX, built-in meter	59.95	45.95
Seliger 66, f3.5 Dynaro	99.50	74.50
Super Ricohflex, f3.5, case	35.90	26.95
Edixa Reflex, f2.8 ctd. Steinheil	99.50	74.50
Rolleiflex Automat, f3.5 ctd.	119.50	89.50

BRAND NEW EXPOSURE METERS

Bowi Automatic	29.95	$ 19.95
G.E. PR1	32.50	23.50
G.E. Guardian, case	34.50	25.50
Argus L3, case	16.95	12.75
Argus L44, case	17.50	13.50
Weston Master III & Case	32.50	24.50

BRAND NEW TAPE RECORDERS

TDC Starstone	269.50	$194.50
B&H Miracle 2000	299.50	216.00

YES! YOUR TRADE-IN ALLOWANCE IS ALWAYS HIGHER AT MINIFILM*

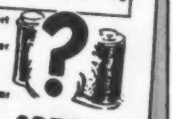
ALL BRAND NEW VALUES!

Konica III, F2 Ctd. Hexanon	$ 68.00	PLUS YOUR OLD	35mm Camera or Reflex
Aires III, F1.9 Ctd.	49.00		35mm Camera or Reflex
Argus C3, F3.5, Case, Flash	28.95		35mm Camera or Reflex
Retina IIIC. F1.9 Xenon	94.50		35mm Camera or Reflex
Lordomat C35, F1.9 Lordon	99.50		35mm Camera or Reflex
Retina IIC, F2.8 Xenar	74.50		35mm Camera or Reflex
Contaflex I, F2.8 Auto Tessar	84.00		35mm Camera or Reflex
Yashica LM, F3.5 Ctd., Meter	39.50		35mm Camera or Reflex
Latest Auto Exakta VX Body	43.50		Exakta VX Body
Contax IIA or IIIA Body	78.50		IIA or IIIA Body
Latest Auto Rolleiflex F3.5 Xenotar	89.50		Rolleiflex MX
Canon V, F1.8 Canon	68.50		Leica IIIF, F2 Summicron
B & H 200EE, F1.9 Ctd.	128.50		16mm Mag. Camera
B & H Rabomatic, 500 Watt, Case	83.00		Slide Projector

*Subject to Inspection — NOTE: Your old equipment can serve as down payment.

CLOSE OUT!

In closing out these fine precision cameras the German manufacturer made us promise not to hint at his name. However, after one look at these specifications it won't take you long to guess.



- Auto Film Transport Lever
- Built-In Rangefinder
- Built-In Exposure Meter
- F2.8 Steinheil Cassar CTD Lens
- Double Exposure Prevention Lock and Self Cocking Shutter
- Built-In Self Timer
- Prontor Shutter 1—1 300 Sec.
- Full MFX Synchro

SPECIAL $39.95

DELUXE CASE $5.95

FLASHGUN 3.95

New RETINA IIIC

- COUPLED RANGEFINDER
- F2 CTD. SCHNEIDER XENON
- COMPUR RAPID LVS 1/500

MINIFILM SPECIAL 114.50 NEW

Latest AUTO ROLLEIS

W/F3.5 Xenar L. N. $109.50

W/F3.5 Tessar L. N. $119.50

W/F2.8 Xenotar L. N. $159.50

Trade In Your Old Rollei for the Latest 1957 Models with Built-In Lightmeter! Bonus Allowance Toward all F3.5 G and F2.8 E Models.

LATEST New AUTO EXAKTA VX

With F2.8 Auto Zeiss Tessar P5 $219.00

With F2 Auto Zeiss Biotar P5 $244.00

With F1.9 Auto Schneider Xenon P5 $249.00

New Carrying Case $11.00

NIKON S-2

- COUPLED RANGEFINDER
- F1.4 CTD. NIKKOR 1/1000

REGULAR $345.50 MINIFILM SPECIAL $199.50 USED

MINIFILM CAMERA CORP. M G

Please rush the following .....

I wish to trade in .....

Enclosed is $..... ☐ Complete payment ☐ Ship COD for balance

I wish to pay $..... each month for ..... months. ☐ I am shipping my equipment under separate cover.

OCCUPATION .....

EMPLOYED IN PRESENT JOB .....

HOW LONG AT PRESENT ADDRESS .....

Home .....

Address .....

City .....

State ..... Telephone No. .....

AGE ..... ☐ Send FREE 1957 Catalog

MINIFILM CAMERA STORES

Where Customers Become Friends

MAIL ORDERS TO ▶ 1190 Avenue of the Americas (bet. 46-47 St.) New York 36 • JU 2-1416

- 167 WEST 32nd STREET N.Y.C.
- 42 EAST 59th STREET N.Y.C.
- 1 WEST 42nd STREET N.Y.C.

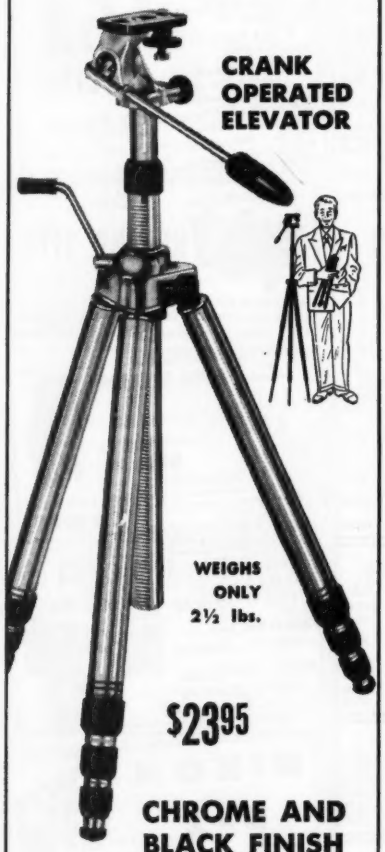
WHITEHALL

De Luxe

ELEVATOR

TRAVELITE

TRIPOD



CRANK OPERATED ELEVATOR

WEIGHS ONLY 2½ lbs.

$23.95

CHROME AND BLACK FINISH

Beautiful beyond words . . . practical beyond comparison! Gleaming chrome-like finish with smart black trim. Opens to a full size tripod — folds down small enough to fit in a probag. And it weighs so little (2½ lbs.) — you hardly know you're carrying a tripod.

WHITEHALL TRIPODS

MADE BY QUICK-SET

QUICK-SET, INC.
8113 North Central Park Ave.
Skokie, Illinois

PICTURE MARKETS

(Continued from page 96)

The Old Farmer's Almanac, Dublin, N. H. B & w pix of human interest and scenics. Pay $5-$10 on acceptance.

The Quarter Horse Journal, P. O. Box 271, Amarillo, Tex. B & w newsy shots of Quarter Horses at horse shows, rodeo arenas, on ranches, on the short race track; personality shots of breeders, rodeo personalities. Pay $2-$3 on acceptance.

Rural Gravure, 201 N. Wells St., Chicago 6, Ill. B & w and color; general farm and home pix; singles and pic. stories. Pay $5-$25 for b & w; $50-$100 for color. Pay on publication.

The Western Horseman, 3850 N. Nevada, Colorado Springs, Colo. B & w pix submitted with articles only. Color covers of outdoor Western ranch life with emphasis on horses. Min. size color trans. 4 x 5. Pay varies for b & w; $50-$75 for color covers. Pay on acceptance.

HOUSE ORGANS

Alemite High Pressure, 1826 Diversey Pkwy., Chicago 47, Ill. B & w singles and pictorial layouts having an automotive theme and continuity; cheesecake. Pay $5-$30 on publication.

The Breck Gold Box, John H. Breck, Inc., 115 Dwight St., Springfield, Mass. B & w singles and pic. stories; babies, human interest. Pay $5-$10 on publication.

Chrysler Events, 1800 Fullerton, Chicago, Ill. B & w and color singles and pic. stories; scenics, travel, oddities, human interest, sports, nature. Min. size color trans. 2¼ x 2¼. Pay $15 for b & w; to $50 for color. Pay on publication.

Dodge News Magazine, Prince & Co., 5435 W. Fort, Detroit 9, Mich. B & w and color; scenics, travel, sports, human interest. Min. size color trans. 2¼ x 2¼. Pay varies on publication.

Ford Times, The American Road, Dearborn, Mich. Color pix with U.S. travel interest. Min. size color trans. 4 x 5. Pay to $50 for inside use. Pay on acceptance.

Friends Magazine, 3-135 General Motors Bldg., Detroit 2, Mich. B & w and color pix of any subject of general interest. Use mostly pic. stories. Min. size color trans. for cover use, 35mm. Pay $75 up per page for b & w; $125-$400 for color covers. Pay on acceptance.

MCS News, 415 N. Dearborn, Chicago 10, Ill. Color pix of human interest, seasonal, pictorial, humorous. Min. size color trans. 5 x 7. Pay $25-$150 on publication.

Nabisco Magazine, 425 Park Ave., New York 22, N.Y. B & w pix for cover use; action-type pix featuring one or two people, seasonal scenics. Pay $15-$20 on acceptance.

The Northwestern Corp., 900 Armstrong St., Morris, Ill. B & w glamour pix. Pay varies on acceptance.

Panorama, 3333 N. Racine Ave., Chicago 13, Ill. B & w and color pix of children, travel, good home movie material. Min. size color trans. for cover use, 4 x 5. Pay $6-$15 for b & w; $75-$150 for color covers. Pay on publication.

(Continued on page 104)

TREMENDOUS VALUES

CLEARANCE SALE
SOUND OR SILENT CARTOONS APPROX. 400 ft. . .$4.95
For Home Use Only

ANSCO COLOR IN BULK
16mm—4c per ft.....min. order 50 ft.
8mm—25 ft. on camera spools.....$1.25
100' 8mm $5.00
(Processing not included)

PHOTOGRAPHIC CONTACT PAPER
Eastman Kodak SW Semi-matte—Contrast #4
100 sheets per box 10 x 10 .....$2.50

MOVIE FILM SPECIAL
100' 8mm double
Packed on 4 Camera spools 25' $1.79
processing not included

SPECIAL OFFERING IN 8mm AND 16mm COLOR SUBJECTS
(CARTOONS AND FAIRY STORIES)
50 ft. 8mm..... $ 2.00
200 ft. 8mm..... 7.50
100 ft. 16mm..... 5.00
400 ft. 16mm..... 20.00 (silent)
400 ft. 16mm..... 25.00 (sound)

ROLL FILM
#127, 120, 620, 116, 616
Black & White 10 for $1.95
120 & 620 color .....75¢ a roll
35mm 20 exp. B&W .....25¢
35mm 36 exp. B&W .....49¢
AERO EKTACHROME #120 and #620
Weston 40 ..... 3 for $2.85
35mm 36 exp. TRI X.....50¢ a roll.
Minimum order 4 rolls

35mm BLACK & WHITE BULK
ANSCO FINOPAN $1.25 (Weston 24) Kodak
Super X or Double X.....$1.40

Bulk MOVIE FILM 8mm or 16mm
1500' (30 50' rolls) $11.50 16mm
50' rolls .45 8mm & 16mm 100' rolls .90 8mm & 16mm
1350' (25' rolls) $9.95 16mm
400' rolls $3.60 8mm & 16mm
(this is a fine grain)
PANCHROMATIC REVERSAL FILM
Processing not included

35mm COLOR FILM
Available in tungsten and daylight
Available in ANSCO TUNGSTEN 35mm x 100'...$22.00
AERO EKTACHROME—DAYLIGHT SPEED—100 ASA 20 exp. rolls, including proc. .....$1.50 (3 for $4.25)
20 exp. rolls INDOOR ANSCO COLOR $1.00 (3 for $2.75)
AERO EKTACHROME CHEMICALS—1½ gal. ...$2.95

MOVIE FILM

Size	B&W	Colo.
8mm 25' dbl. roll	$1.15	$2.25
8mm 25' dbl. mag.	1.75	3.00
16mm 100' B & W available in both sound or silent	2.50	5.95
16mm 50' magazine	1.90	3.50

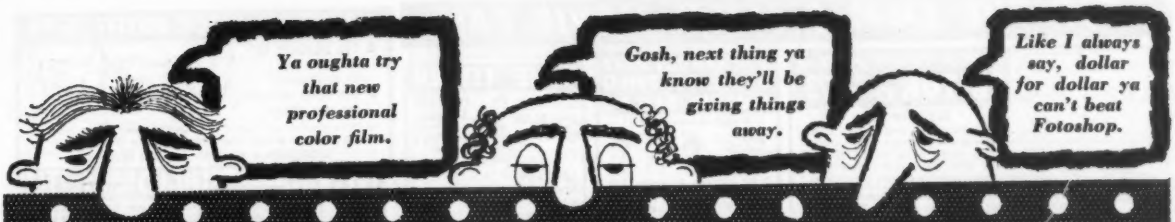
Processing included—
With purchase of 6 rolls B & W of any size—ONE FREE
16mm Kodachrome, 100 ft. roll.....$4.95
To be sent directly to Eastman Kodak for free processing.

AVAILABLE IN 8mm and 16mm THE FOLLOWING FULL VERSION REELS
The 8mm is approximately 200 ft. and 16mm approx. 400 ft. each reel.
CHARLIE CHAPLIN COMEDIES—1 reelers—NEW JANITOR: MABEL'S BUSY DAY, FILM JOHNNY, BETWEEN SHOWERS, CAUGHT IN THE RAIN, HIS NEW PROFESSION.—2 reelers—IN THE BANK, NITE AT THE SHOW, THE CHAMPION, THE TRAMP, HIS NIGHT OUT, DOUGH AND DYNAMITE. The price for silent is $10.00 per reel and for sound $12.50 per reel. 8mm $5.00 per reel.
MACK SENNETT BATHING BEAUTIES—one-reelers $10.00 per reel and $20.00 for two-reelers. Full version approx. 400 ft. 16mm each. 8mm $5.00 per reel.
GRANTLAND RICE SPORTS—available in 8mm approx. 200 ft. each and 400 ft. approx. Price 16mm $10.00 silent and $12.50 sound. 8mm $5.00 per reel.—RUNNING THE SCALES, SPORT AFLOAT, GRIDIRON GLORY, BULLS EYE, SUN AND SNOW, SELF DEFENSE, MONARCHS OF THE FIELD, SON OF SWAT.
HAL ROACH COMEDIES—Snub Pollard & other famous stars, full version—available in 8mm approx. 200 ft. $5.00 per reel—16mm $10.00 silent per reel and $12.50 sound. Approx. 400 ft.
ORIGINAL OUR GANG COMEDIES—available in 8mm and 16mm $5.00 for 8mm approx. 200 ft. $10.00 per reel for 16mm silent approx. 400 ft. per reel—available in 1 and two reelers.

DEVELOPING SERVICE AVAILABLE
100' 16mm B&W.....$1.25
8mm 25' double..... .60

Include postage with all orders

ALL FILM
Dept. M, 243 West 55 St., N. Y. 19, N. Y.



SPECTACULAR

New Color Film used by Leading Movie Studios and Professional Photographers

35mm PROFESSIONAL KODAK COLOR NEGATIVE FILM*. . .

gives you transparencies PLUS complete color negative film strip intact.

20 Exposure Rolls

$3.75 per roll—includes processing of negative and mounted transparencies.

. . . 3 rolls $10.50

Has these Supreme Advantages:

1. Underexposures and overexposures can be corrected right from the negative strip for clearer transparencies or color enlargements.
2. Duplicate transparencies, equal in quality to the originals, can be made from the negative.
3. Inexpensive black & white contact prints or enlargements can be made from the negative.
4. Brilliant type C (Kodacolor type) color enlargements can be made from the negative.
5. Regular color prints and enlargements can be made from the transparencies.
6. Lost transparencies can always be replaced because the negative is always intact.
7. Same roll can be used Outdoors or Indoors.

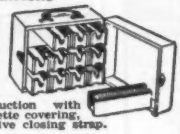
*Reloaded from fresh bulk stocks.

PERRIN CONTUR MARK I CAMERA BAG

Comfort curved to fit the wearer. Will hold complete 35mm, reflex, or movie outfit. Custom type fittings for accessories. Includes tripod shoulder straps, sponge-lined shoulder pad. Made of finest California harness leather for longer wear and handsome appearance. Size—11" x 4" x 8".

List $29.95 THIS MONTH ONLY ... **$19.99**

TRAY AND CASE COMBINATIONS FOR OWNERS OF AUTOMATIC SLIDE PROJECTORS



Cases are of durable, warp-proof wood construction with handsome two-tone leatherette covering, carrying handle, and positive closing strap.

#1-Combo 24 Trays for TDC (numbered) plus Case to Hold 24	$16.95
#2-Combo 12 Trays for TDC (numbered) plus Case to Hold 12	9.95
#3-Combo 24 Trays for Revere (numbered) plus Deluxe Case to Hold 24	23.95
#4-Combo 12 Trays for Revere (numbered) plus Deluxe Case to Hold 12	14.95
#5-Combo 12 Airequipt Magazines plus Case to Hold 12	23.95

LOW-COST SLIDE PROTECTORS

Prevent scratches, fingerprints. Made from Kodapak sheet. May be used for all standard cardboard mounts. Sealed edge.

2 x 2 PROTECTORS:	STEREO PROTECTORS:
100 for $ 1.98	100 for $ 2.70
300 for $ 5.40	300 for $ 7.25
1000 for $17.00	1000 for $21.00

7 Section Brass Tripod

closes to 11½", opens to 47½", handsome Brown enamel finish—

list 9.95 **4.99**

complete w/oversize deluxe tilt top **6.45**

complete w/deluxe pan-tilt head as shown above..... **7.75**

NEW! AT LOWEST PRICE EVER!

2-WAY ELEVATOR FAIRFAX TRIPOD

3-SEC. LEGS

Constructed of high strength aircraft aluminum throughout. Precision machined bearings carry the elevator column up and down . . . guarantee smoother operation without rattle or shake. Full size but lightweight.

List $21.95 ..SPECIAL **$12.95**

QUICK PANHEAD with spare plug

$3.39

- No more fumbling, turning, losing valuable shots, because it takes too long to place camera on tripod head!
- Screw QUICK plug into camera tripod socket, press button on QUICK PANHEAD; you are all set!
- The New Sturdy QUICK PANHEAD is beautifully chrome-plated, has 90 degree tilt and 360 degree panning action, an extra long, easy-grip handle.

AUXILIARY TELEPHOTO AND WIDE ANGLE LENSES

for ROLLEI F3.5, MINOLTA, YASHICAFLEX, etc.

Lenses fit right over taking lens. Coated, color-corrected. ea. **$16.95**

Tele & W.A. Set **$29.95**

BAYONET COATED FILTERS

for ROLLEI F3.5, MINOLTA, YASHICAFLEX, etc.

Choice of 85C, 80B, 82A, red, green, yellow, Skylight. ea. **$2.98**

3 for **8.49**

Sunshade for bayonet relexes (except Rollei 2.8) **2.98**

SAVE 1/3!

MOVIE FILM STORAGE COMBINATIONS

All-metal reel chest (holds 12 reels and cans) plus 12 all-steel reel & can sets.

8mm—200	$8.99
8mm—300	10.99
8mm—400	12.99
16mm—400	13.99

NEW! PRICED LOW!

TELEPHOTO AND WIDE ANGLE LENS ATTACHMENTS

for ARGUS C-3 & C-4; KODAK 35, SIGNET-PONY; BOLSEY B-3, B-22, C; CONTAFLEX I & II; CONTESSA; POLAROID; ANSCO MEMAR; GRAPHIC "35"; MOST OTHER 35's.

Telephoto magnifies nearly 2 times . . . wide angle practically doubles the area covered. Coated, color-corrected. Each lens supplied with case. ea. **$13.95**

$25.95 Tele and W.A. set (please specify camera and lens you have.)

ALPEX EXPOSURE METER

Contains the features usually found on most $25.00 meters. ASA speeds from 6-800; lens settings from f/1-f/45; shutter speeds from 8 seconds-1:1000 plus all movie settings. Compur light value scale. Incident light screen.

Complete with case and chain.

Reg. $9.95 **$6.49**

SAVE $21.60!

TERRIFIC 35MM CAMERA "BUY"

10-Day Trial with Money-Back Guarantee if not Completely Satisfied.

Famous REGULA "DUKE"

- All-metal, precision-built body
- Rapid-wind for quick action
- Synchronized pronto shutter to 1/200
- F/3.5 coated Steinheil lens
- Built-in optional exposure indicator
- Brilliant optical viewfinder
- Leather case included

Value $49.50

$27.90

DELUXE REGULA R.F. CAMERA

- Same fine construction as "Duke"
- Prontor SV Full-Synch shutter to 1/300
- F/2.8 coated Steinheil lens
- Built-in self timer
- Rapid-wind
- Coupled rangefinder
- Leather case included

Value $77.50

$44.90

fotoshop 134 WEST 32nd ST. New York 1, N. Y.

Mail orders filled. Add approximate postage. 20% deposit on C.O.D.s. All items subject to prior sale.

FOR THE 8MM & 16MM MOVIE FAN

ALL-METAL PORTABLE *Action* EDITOR 8mm for $23.95

$26.95 for 16mm

Streamlined and most modern editor provides large, bright 2"x3" projectored image in full motion. All-steel automatic splicer has built-in scraper 'Fold-away' rewind arms make for extreme compactness.

SAVE 40%

Deluxe Model, with exclusive focusing and framing controls, and luxurious carrying and storage case, only 13"x12"x8"

Shpg. Wt. 10 lbs. **8MM** MODEL $28.95 Reg. $45. **16MM** MODEL $31.95 Reg. $50.

SAVE $15.00 ON BRAND NEW

8MM WIDESCREEN OUTFIT $27.95

FOR CINEMASCOPE-LIKE MOVIES IN YOUR OWN HOME!

KINOSCOPE **WIDE SCREEN attachment**

TAKES more picture PROJECTS more picture

50% WIDER PICTURES on present film for your own wide screen movies!

It's like watching Cinemascope in your neighborhood theater . . . but these movies are taken with your own camera, shown with your own projector in your home!

ONE LENS DOES IT ALL! 50% more horizontal sweep . . . cuts down film costs . . . saves panning . . . super-realistic 2:1 screen ratio. A genuine anamorphic optical system, wonderful for both color and black and white.

KINOSCOPE is hard-coated and precision produced in Rochester, New York, home of the world's finest optics.

KINOSCOPE fits virtually all 8mm* cameras and projectors — no installation — uses standard filters as usual.

Name your camera, lens, projector when ordering.

2 PIECE OUTFIT

BOTH FOR Famous 8mm KINOSCOPE + Beaded Tripod 'Wide' Screen. $27.95

6 PIECE OUTFIT

Famous 8mm KINOSCOPE + Kinoscope Finder + Kinoscope Case + 3 Ctd. Filters.

$27.95 **FOR ALL SIX**

*Kinoscope fits 8mm camera by means of Series C Adapter ($1.45, if ordered from us), fits all 8mm projectors.

$4.95 SAVE 50%

8MM POCKET TITLER and CLOSEUP DEVICE

Makes any title on the spot, catches those otherwise impossible closeups of flowers, insects without any need to measure or focus, reproduces 35mm Kodachromes on 8mm film! Completely collapsible, with precision ground lens, the Pocket Titler screws directly into 8mm Brownie, or into Tiffen "C" adapter ($1.25 extra for any camera) or Ser. IV adapter.

FREE WITH POCKET TITLER: 20 Titling Cards, 10 color slides!

Name make, model, speed lens or adapter when ordering. Shpg. Chgs. 30c.

4 pc FAMOUS MAKE 8mm EDITING OUTFIT $10.95

A value like never before!

SAVE $10.55

Outfit contains Projection Editing Viewer, with bulb, pair of rewinds with brakes, all metal splicer, all ready for simple mounting on board or table (not supplied). Can you afford to pass up such a value? *Sh. Wt. 6 lbs.*

Same outfit, but with automatic splicer $12.95

SUPER DELUXE 8mm EDITOR

$14.95 Same viewer

rewinds as above, but with automatic splicer, plus metal base—a $26.00 5 pc. set. *Sh. Wt. 6 lbs*

Same outfit, but with new Folding Rewinds, for maximum compactness $16.95

8mm PROJECTION EDITING VIEWER

You'll more than ever enjoy editing your movies when you use this neat, all-metal, electric editing viewer. It projects a clear image on the ground-glass, makes possible viewing from a comfortable distance. *Shipping Weight 2 lbs.* $6.95

CINE TITLER

REG. $5.95 — For 8mm & 16mm — $3.59

SAVE 40%

Titles add action, provide continuity for your movies! Yet making titles is so simple with the Cine-Titler! Sturdy metal construction. Auxiliary lens for exact focus. Photograph picture postcards, titles of your own design: you can even shoot animated titles—an instruction booklet accompanies every titler. *Shipping Weight 4 lbs.*

Titler alone $4.84

Light Attach. for Titler $3.95

If purchased at the same time as Action Viewer, Action or Super-Deluxe Editor

8mm ACTION VIEWER

$16.89 — 16mm Mod $17.95

- Projects brilliant 2 x 3" pictures in full action on the built-in groundglass screen—not just one frame at a time, but in continuous motion.

A viewer which makes editing a real pleasure. Easy to thread, scratch-proof, scientific ventilation of lamp-housing — really a blessing for movie fans with a limited budget who know they'd have to spend $40.00 and up for a viewer like it! *Sh. Wt. 4 lbs.*

METAL REELS and CANS from 20¢

	REEL OR CAN	REEL OR CAN	SETS
8mm 200 ft.	11 for $2.95	100 for $30.00	4 for $2.99
8mm 300 ft.	9 for $2.95	50 for $15.00	3 for $2.99
8mm 400 ft.	9 for $3.49	50 for $17.50	3 for $3.49
16mm 400 ft.	5 for $3.99	50 for $18.50	4 for $3.89

Approximate Shipping Weight, per 5 sets. 5 lbs.

FAMOUS MAKE 8MM PROJECTOR

$49.95

500 watts, diecast construction, 400 ft. reel capacity, blower, coated 1" f:1.6 lens, lifetime lubrication. **Nothing like it under $100.00! Case $5.95.** *Shipping Weight 20 lbs.*

TESTED 35mm RELIABLE

ASA 4000? *Try the new 'miracle' ULTRASPEED film!* 35mm DUPONT S-X PAN 20 exp. roll 70¢

Nominally rated at ASA 300, good results are obtained at ASA 1,000 and 2,000. Popular Photography's editors report in the August issue of available light shots at ASA 4,000! S-X Pan has unusually fine grain and extreme exposure latitude— truly a film of the future!

20 exp. rel.	36 exp. rel.	27½ ft. bulk	100 ft. bulk
70¢—3 for $2.00	$1.00—3 for $2.75	$2.22	$8.50

TESTED SAFETY KODAK B&W FILM

All four popular speeds, Panatomic X (Background 1), Plus X, Super XX and Tri-X are available in 27½ ft., 50 ft. and 100 ft. lengths and 20 and 36 exposure reloads.

PANATOMIC X; SUPER XX

27½ ft. $1.09 — 50 ft. $1.77 — 100 ft. $2.77

New Emulsions: PLUS X (ASA 80); TRI X

27½ ft. $1.39 — 50 ft. $2.29 — 100 ft. $3.98

Shipping Charges 10c, 30c, 30c

B&W RELOADS in metal cartridges may be assorted

20 EXP. 40¢ ea. 6 for $2 — 36 EXP. 60¢ ea. 4 for $2

Ship. Chgs. 1 or 2 5c; 3 to 6 20c; 7 to 12 35c.

ALL YEAR B&W ASSORTMENT

Daylight loader with 5 cartridges plus 27½ ft. each of Panatomic X, Plus X, Super XX and Tri-X $9.49

COMBINATION SPECIAL

Daylight loader with 5 cartridges and 100 ft. of Kodak new Plus X or Tri X or 150 ft. of Super XX or Panatomic X. $7.99

Shipping Weight 4 lbs.

35mm DAYLIGHT LOADER

$4.95 **INCLUDING 5 CARTRIDGES**

IF PURCHASED TOGETHER WITH MINIMUM OF $7.95 WORTH OF BULKFILM.

It's so simple to take advantage of the exceedingly low cost of 35mm bulkfilm and to load any desired length into a standard Eastman cartridge. First few reloads already make loader pay for itself. **Loader alone with 5 cartridges, $5.95.** *Sh. Wt. 4 lbs.*

DELUXE LOADER, with automatic counter, accepts also Leica, Contax cartridges — $10.95 or add $5.00 to Loader comb. offers.

FREE FILM TONGUE CUTTER with your order for $5.00 or more of bulkfilm, or $4.25 worth of bulkfilm plus loader. For perfect shaping of tongue to assure smooth loading. Must be requested at time of purchase.

Airequipt 36 slide MAGAZINES with storage box and cover

2 for $3.18 — 12 for $18.95 *Sh. Wt. 2 & 6 lbs*

12 magazines and $33.90* Remote Control (when bought alone) $19.95*

Shipping Weight 3 lbs. *Argus Model $5.00 extra

12 AIREQUIPT MAG., in luxurious metal case—alone a $7.95 value. *Sh. Wt. 10 lbs.* $21.89

SLIDE TRAYS for TDC, VIEWLEX

Changomatic, Projectomatic, Powermatic

LOWEST PRICES EVER! 30¢ ea. in lots of 120

Extra strong plastic trays, hold 30 cardboard and glass slides, intermixed, with index. *Shpg. Wts. 3, 7, 22, 50 lbs.*

4 for	12 for	48 for	120 for
$1.95	$4.98	$17.95	$36.00

12 Trays in metal deluxe case, a $13 value ..$7.95 *Shpg. Wt 8 lbs*

TDC Remote Control with 12 trays $33.95

SLIDE TRAYS for REVERE 553, 555, 888

Sturdy trays, hold 36 cardboard and glass slides, intermixed, with index, in cardboard filing box.

2 for $1.69 — 12 in carrying case $9.95

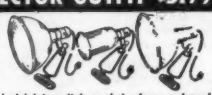
12 in deluxe storage case, $14.49

Shpg. Wts. 2 lbs and 6 lbs.

REVERE 888 SPECIAL: Remote Control 15 ft. Release plus 12 slide trays in Carry Case.....$13.40; in deluxe storage case.....$17.80.

Deluxe Storage Case for Revere Trays, leatherette-covered. Reg. $9.95 ..... $5.95

3 UNIT REFLECTOR OUTFIT $5.99



- **Two aluminum 10" reflectors for #1 or #2 bulbs**
- **One bullet reflector for spot effects**

All three complete with swivel joint, switch, socket, clamp and cord at a fraction of their usual cost. *Shipping Weight 7 lbs.*

SUGGESTION: 2 #2, 1 #1 photoflood bulbs 88c.

FREE with $5.95 or $7.89 outfit — **DIFFUSER SHIELD,** for flood and flash, sells everywhere for $1.44. Clips onto bullet reflector or flashgun for those beautiful soft portraits.

HI-LO DIMMER SWITCH $1.98 — Compose and focus in comfort, save electricity, prolong bulb life, retain subject's natural expression. Nothing like it under $6.00. **When bought alone $2.98.** IF BOUGHT WITH $5.79 or $7.89 OUTFIT

PHOTOFLOOD STAND PLUS TWO REFLECTORS

- **3-section metal stand extends 6'4".**
- **Sturdy, braced legs with rubber tips.**
- **Stand telescopes compactly to only 2 feet.**
- **Positive locking at any desired height.**

The ideal indoor lighting setup. 22" crossbar, can also be used to hold screen, backgrounds. Two-spun aluminum 10" reflectors (for #1 or #2 photofloods), complete with sockets, switches, 6' cords, ball socket swivel joints, rubber jawed spring clamps. Can be used on cross bar or furniture. *Shipping Weight: Stand 4 lbs.; Reflectors 4 lbs.*

$13 VALUE $7.89 COMP — **Now with new SWIVEL CROSSBAR**

SUGGESTION: 2 #2 photoflood bulbs..... $ .88

Extra clamp on bullet with bulb (for semi-spot)..... 1.00

Extra photoflood stand with regular crossbar..... 3.49

BOOM LIGHT ATTACHMENT, EXTRA-STURDY, WITH COUNTER BALANCE, ADJ. SWING, EXTRALONG — 4½ ft., FITS ALL LIGHTSTANDS WITH ½" DIAMETER RODS $4.98—or $3.98, if bought with photoflood stand (above). *Shpg. Wt. 7 lbs.*

PORTABLE CRYSTAL-BEADED 30x40 TRIPOD SCREEN

LOWEST PRICES EVER $7.69

- **Crystal-beaded Pyroxilyn surface.**
- **Screen raises and lowers on elevating rod, assuring positive alignment.**
- **Carrying handle sets automatically for balanced carrying.**

Despite higher steel prices, Spiratone continues to offer you the biggest bargains in screens ever! Same quality as before, and as praised by thousands of movie and slidefans. Metal can has beautiful scratch-resistant finish. Sturdy tripod is plated and has protective rubber tips. Thousands of these screens are in use, not only by amateurs, but by clubs, churches, colleges as well.

Screen Size		Sh. Wt.
30"x40"	7.89	10 lbs.
40"x40"	9.18	11 lbs.
37"x50"	10.64*	14 lbs.
50"x50"	12.97*	15 lbs.
52"x70"	24.95*	

*Shipped Railway Express

"WIDESCREEN" MOVIE SCREENS 25x36" $14.95* — 30x60" $19.95*

40 x 40 SILVER TRIPOD-SCREEN $12.95

Black and white FINE GRAIN 35mm SERVICES

Spiratone 35mm services are used all over the world. They are performed promptly with expert workmanship and the finest of materials. Each negative individually exposed on the proper density paper.

PRICES INCLUDE POSTAGE

"SUPERB" Ultra Fine Grain Processing and 3¼" x 4½" velvet enlargements, 20 exp. roll $1.66

36 EXP. ROLL $2.58

"EXCELSIOR" Ultra Fine Grain Processing and 3¼x4½ glossy enlargements. 20 exposure roll $1.36

36 EXP. ROLL $2.18

The cost of reprinting uncut developed rolls is the same as that for undeveloped rolls.

NEW CUSTOMERS ONLY: Send 25c for 20 exp. 35mm Kodak Film and ask for free mailer, price list on B&W, color services.

"MASKOSPOT" The most highly-perfected 35mm service. Ultra Fine Grain Processing and enlargements on an imported velvet or singleweight glossy (please specify which) paper.

	36 EXP. ROLL	20 EXP. ROLL
3¼ x 4½	$3.35	$2.00
4 x 6	4.84	3.12

"PROJECTION POSITIVES" Ultra Fine Grain Processing and b&w transparencies for viewing or projection without affecting your negatives. Each negative is individually exposed on t.g. safety film.

20 exposure roll $1.05

36 EXP. ROLL $1.55

Fast • reliable • expert COLOR PROCESSING

KODACHROME

35mm, 20 exp. incl. mounting	$1.00
35mm, 36 exp. incl. mounting	2.00
8mm 25 ft. spool	1.15
8mm 25 ft. magazine	.85

EKTACHROME 35mm, 20 exp., 120, 620 — 75¢*

*35mm double-frame mounting 25c extra

ANSCHROME 35mm, 20 exp., 120, 620 — ASA 32 75¢* — ASA 128 $1.25*

WRITE FOR FREE 35MM COLOR MAILER

35mm Anscochrome, incl. ASA 32 proc., 20 exp., 3 for $6.50, 6 for $12.50.

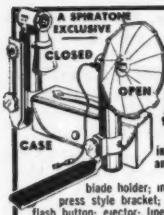
35mm Anscochrome, incl. ASA 128 proc., 20 exp., ea. $2.50, 3 for $7.50.

35mm Anscochrome bulk 28 ft., complete with Easyloader for daylight loading, 8 cartr., 16 oz. developing kit, exposure guide—all for $10.95.

35mm Super Anscochrome 20 exp. ASA 100, 3 for $6.50, 6 for $12.00.

HiSpeed Processing, 20 exp. Anscochrome ASA 32 for ASA 64, 128 $1.25; ASA 100 for ASA 200, 300 $1.25. *Mounting 25c extra*

SPIRATONE, INC., 135-06 NORTHERN BLVD., FLUSHING 54, N. Y.



Professional Style **FANFLASH**

At last, a sturdy flashgun combining the undisputed advantages of a fan reflector with the proven all-metal vertical battery case design. Not the usual flimsy kind, but a gun for the advanced amateur and professional who likes the feel of a 'real' flashunit, yet prefers the compact fan reflector to the old bulky style.

$7.77 ppd. incl. bracket and batteries

6", 11 blade reflector, blade holder; interchangeable cord; luxurious rubberlined press style bracket; extension outlet; built-in testlamp; open flash button; ejector; lined carry case with handle Equipped with standard PC (German type) and ASA fittings—fittings for most other shutters available at $1.00 extra

CHANGING BAG

ONE OF THE MOST IMPORTANT "TOOLS" OF ANY PHOTOGRAPHER

Double zippered inner and outer bags, made of the finest cloth, make this bag 100% light proof even in brightest sunlight. Whether for use in an emergency, with a film torn or pulled off the spool in a 35mm camera, or for reloading cut film holders or for developing film when no darkroom is available . . . the changing bag is justly referred to as a "portable darkroom" 17"x16" working space plus elastic sleeves

All these features at the lowest price a quality changing bag that was ever offered at. *Shipping charge 25c.* $3.95

PROFESSIONAL MODEL: 27"x30" working space, ($11.00 value) *Shipping Charge 50c.* $6.95

CLEARANCE SALE ON FINEST QUALITY METAL **EXTENSION TUBES**

SAVE UP TO 75%

5 pc. Set, 3 tubes, 2 brass adapters, for Kine Exakta, Exa, reg. $9.95 ..... $4.98

3 pc. Set, for Praktiflex, Praktica, Pentacon, Contax S, reg. $5.95 ..... $3.98

3 pc. Set, for Leica, Canon, reg. $5.95 ..... $2.49

FOCUSING TUBE, incl. adapters, for Kine Exakta, Exa, reg. $9.95 ..... $5.95

FOCUSING TUBE for Praktiflex, Praktica, Pentacon, Contax S, reg. $9.95 ..... $5.95

FOCUSING TUBE for Leica, Canon, with distance scale engraved, reg. $9.95 ..... $5.95

Sh. Ch. per set 15c

Nothing like it for less than double!

20 FT. REMOTE SHUTTER RELEASE

Gently acting through airpressure Vinyl hose, chrome cylinder, valve and hose connector to fit virtually any camera $3.98

30 FT. MODEL $4.98 LEICA MODEL 25c EXTRA *Shipping Charge 25c*

TIME EXPOSURE & DELAYED ACTION NOW ADDED TO EVERY CAMERA

NEW 1957 MODEL **SELFTIMER** $2.99

This popular self timer adds to your camera a feature many a photographer has paid a small fortune for- 11 slow speeds from ½ a second to ten seconds! Fits directly into standard cable release socket Wonderful for movie cameras with cable release sockets. *Ship. Cost 10c*

SYNCH YOUR OLD CAMERA

- Fully adjustable mechanical tripper, requires no installation, works through standard cable release socket of most old cameras. Has fitting for standard flash cord.
- Allows adjustment for flash bulbs and zero (X) delay for Strobe.

$2.49 PPD.

Tripper with BC Fan Flash, with ejector, tester $6.95

SENSATIONAL SAVINGS ON **TWO-POKET PIGSKIN GADGET BAGS**

The new Spiratone Two-Poket Genuine Top-grain Pigskin bags are really what you wanted: They have handy wrap-around zippers, adjustable straps with shoulderpads, zippered filter pocket inside cover, chrome hardware, tripod holders on the bottom and two outside pockets for easy separation of accessories. And the prices are lower than those of plastic bags!

'Standard', 10 x 8 x 4" ....$6.00 'Giant', 12 x 9 x 6" 10.00
'Medium', 11 x 8 x 5½" .... 8.00 *Shipping Weight 3 lbs.*

PARALLAX CORRECTING **CLOSE-UP SETS** $2.95 BOTH for $5.79 EA.

Perfect portraits and close-ups every time — sets fit cameras without any adapters, are guaranteed to equal $20.00 sets in performance. #1 set focuses from 38" to 20", #2 set from 20" to 13". Low $2.95 price includes 2 close-ups lenses, prism. Leather case, 30c. *Ship. Chge. 10c*

BAYONET MOUNT for Rolleiflex (f:3.5) Rolleicord Minolta Autocord Yashica C, LM
SLIPON MOUNT for Cirroflex, Yashica A Graflex 22

More **POWERFUL** than ever and at the **LOWEST PRICES** in photographic history!

NEW! IMPROVED 1957 MODEL AUXILIARY Spiratone **Telephoto+Wideangle** lenses

Model V

For virtually all 35mm cameras with f:2.7, 2.8, 3.2, 3.5 and slower lenses, and for Polaroid cameras.

$9.95 EACH

EXCLUSIVE FEATURES:

Hard S-coating — superb color correction—same exposure and lens opening as usual — no installation; lenses screw into Series V adapters (filterholders) — interchangeability of adapters for use of one lens on several cameras — availability of many accessories at low cost. Spiratone Aux. Model V telephoto lenses are MORE POWERFUL, give almost double the magnification of other auxiliary lenses priced under $30.00.

MONEY SAVING COMBINATION OFFERS for CONTAFLEX 'CO'

Model V telephoto or wideangle lens	$ 9.95
Leather Case	.80
Adapter	1.45
Filter Retaining Ring	.95
Two Coated Filters	4.88
Total Value at our Low Prices	$18.12
YOUR COST FOR COMBINATION DEAL 'CO'-1A	**$14.95**

OR

Set of Model V telephoto and wideangle lenses	$18.90
Double Leather Case	1.50
Adapters	2.90
Filter Retaining Ring	.95
Three Coated Filters	7.32
Total Value at our Low Prices	$32.66
YOUR COST FOR COMBINATION DEAL 'CO'-2A	**$27.95**

FREE WITH LENSES: Screw on metal lenscap for Contaflex, Contessa, worth $1.00

MONEY SAVING COMBINATION OFFERS

for EDIXA, SIGNET, CONTESSA, BOLSEY, MEMAR, REGENT, GRAPHIC 35, PONY, ARGUS C4, C44 '35'

Model V telephoto lens	$ 9.95
Leather Case	.80
Adapter	1.45
Two Coated Filters	4.88
Telephoto Finder	3.00
Filter Retaining Ring	.95
Total Value at our Low Prices	$22.10
YOUR COST FOR COMBINATION DEAL '35'-1A	**$17.95**

OR

Set of Model V telephoto and wideangle lenses	$18.90
Double Leather Case	1.50
Two Adapters	2.90
Two Coated Filters	4.88
Filter Retaining Ring	.95
Universal Finder	8.95
Total Value at our Low Prices	$38.17
YOUR COST FOR COMBINATION DEAL '35'-2B	**$31.95**

A Spiratone **WIDEANGLE** adds coverage in cramped places, gets that extra area into the picture; wonderful for wide-screen landscape scenes; increases depth-of-field, for foreground to infinity sharpness, makes accurate focusing unnecessary!

A Spiratone **TELEPHOTO** brings distant objects closer, helps fill entire negative or slide with important subject matter, crops out unwanted background, improves perspective in portraits.

Name your camera when ordering—allow 25c for shipping one lens, 50c for a set.

ONLY SPIRATONE AUXILIARY TELEPHOTO and WIDEANGLE LENSES CARRY A

Lifetime Guarantee

Spiratone has pioneered auxiliary lenses for over a decade, has equipped hundreds of thousands of satisfied photographers with telephoto and wideangle lenses.

UNIVERSAL AND CLOSEUP (+1, +2, +3) FINDER

The most versatile finder ever made, matched to your normal 50mm or 44mm lens, telephoto and wideangle Aux. Lenses. Has parallax correction to 10" for use with +1, +2, +3 closeup Lenses, and from 3 feet to infinity. $9.95

Spiratone auxiliary TELEPHOTO and WIDEANGLE lenses

MODEL V-21 for **ARGUS C-3**

Set of Telephoto and Wideangle Lenses, complete with adapters, double leather case, retaining ring, conversion filter, universal finder, a $35.88 value, COMBINATION DEAL C3-2 $25.88

Telephoto or Wideangle lens, complete with adapter, leather case, matching finder attachment, conversion filter, filter retaining ring, a $15.83 value, COMBINATION DEAL C3-1 $12.95

Accessory Clip, for older model Argus C3, ... $1.00

MODEL "D" for **TWINLENS REFLEX CAMERAS and RETINA II, III (a, b, c) AIRES III**

EA. $16.95 SET FOR $29.95

Complete with deluxe leather case, filterholder, interchangeable adapter —coated color-corrected—no effect on exposure or lens opening.

TIFFEN DIAPHRAGM CONTROL $1.50

makes diaphragm settings with aux. lenses, filterholders, etc. easier.

3 PC. EXTENSION TUBE SET

for extreme closeups to 2". reg. $5.95 Sh.Ch.10c NOW $2.98

Lenses are available for Rolleiflex (exc. 2.8), Rolleicord and Minolta. Autocord Bayonet — Cirroflex and Graflex 22—Ricoh-flex—Yashicaflex.

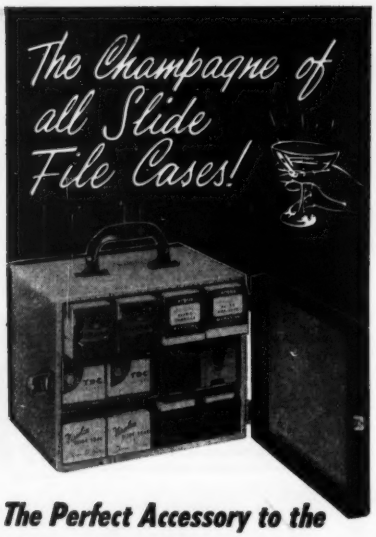
FREE

All prices include excise tax. Postage and insurance MUST be prepaid, even when no shipping weight is stated — overpayment will be credited in full. Everything listed is brand-new (unless otherwise stated) and fully guaranteed against defects. 25% deposit on C.O.D.'s. Items marked 'Free', 'Premium' or 'Bonus' MUST be requested at time of purchase. Foreign orders welcome — allow for extra handling charges. When ordering accessories, be sure to name your camera, lens, shutter!

© SPIRATONE INC 1956

SPIRATONE INC. 49 WEST 27th ST., NEW YORK 1, N. Y.

SEND MAIL ORDERS TO 135-06 NORTHERN BLVD. DEPT M6 FLUSHING 54, N. Y.



The Perfect Accessory to the Camera Fans Who Insist on Finer Quality and Better Value

Baja Portable Cases Are Built to Custom Standards . . . and Fit ALL Slide Files

BARNETT & JAFFE baja

BARNETT BAJA JAFFE

FILMS DEVELOPED & ENLARGED

8 JUMBO PRINTS in Album ONLY 45¢

12 exp. Roll .....65¢
16 exp. Roll .....85¢
20 exp. Roll 1.10
36 exp. Roll 1.65
35MM B&W Reloads .....70¢
20 Wallet size photos from your favorite photograph or negative $1
35mm Ansco Color, Dev. & Mtd. .....85¢
Ansco. Ekt. 120-620 Dev. ...75¢

FREE MAILER
SEND POSTCARD FOR FREE MAILER TODAY
Quality Guaranteed or Money Refunded

KODACOLOR PRINTS

8 exp. roll complete $3.10
12 exp. roll complete 4.25
16 exp. roll complete 5.40
Kodacolor Prints, each ..... .29
5x7 .....$1.20 8x10 ..... 3.00

ANSCOCHROME & EKTACHROME

35mm 20 exp. Dev. & Mtd.....$0.85
120 & 620—Dev. only..... .75
Dev. & 8 Prints 3.10
Dev. & 12 Prints 4.25

COLOR PRINTS FROM TRANSPARENCIES

2x3 .....25¢ 4x $0.75
2x .....35¢ 5x7 ..... 1.25
3x .....50¢ 8x10 ..... 2.25
Duplicate Transp., each..... .25

KODACHROME PROCESSING

K 135 in 2x2 Mounts—20 exp. $1.20
36 exp. 2.00
K 828 in 2x2 Mounts ..... .80
K 135 in Stereomounts—20 exp. 15 slides 1.80
36 exp. 28 slides 2.80
8mm roll .....$1.20 16mm Mag. 1.00
8mm Mag. .... .85 16mm 100 ft. roll.... 2.80

Mel's PHOTO Box 106-C B'klyn 20, N.Y.

PICTURE MARKETS

(Continued from page 100)

Popular Home, The Business of Farming, and **Home & Color,** U.S. Gypsum Co., 300 W. Adams St., Chicago, Ill. B & w and color pix; farm, decoration, home design and remodeling. Occas. use farm animals in color. Min. size color trans. 4 x 5. Pay $10 up for b & w; $50 up for color. Pay on acceptance.

JUVENILE

Child Life Magazine, 30 Federal St., Boston 10, Mass. B & w pic. stories on animals, nature, hobbies, trips, and humorous subjects with appeal for children 4 to 9 years old. Pay $7.50 on publication.

Scholastic Roto, 205 E. 42 St., New York 17, N.Y. B & w pix and pic. stories of general interest to teen-age youth; i.e., good grooming, etiquette, vocations, youth personalities, high school activities, sports, curricula, etc. Pay $100-$300 for pic. stories on publication.

Scouting Magazine, New Brunswick, N.J. B & w pix of scouting activities; flood and other disaster pix; nature subjects. Pay $5-$10 on acceptance.

The Sentinel, 127 Ninth Ave. N., Nashville 3, Tenn. B & w photos of boys and girls doing interesting things, children with parents and teachers in home, church, school, playgrounds, etc. Pay $3-$7.50 on acceptance.

Stories for Children, E. Fifth at Chestnut, Anderson, Ind. Single b & w pix to illus. mss.; action pix of small children. Pay $3 on publication.

Straight, Hamilton Ave. at 8100, Cincinnati 31, Ohio. B & w singles and pic. stories; teen-age (12-17) activities, projects, programs, hobbies, sports; also to illus. mss. on teen-age accomplishments, unusual hobbies, money-making activities, etc. Pay on acceptance.

Teen Time, Winona Lake, Ind. B & w hobby pix, family, boy and girl group scenes, travel. Pay $2.50-$5 on acceptance.

Upward, 127 Ninth Ave. N., Nashville 3, Tenn. B & w pix of landscapes; seasonal; teen-age activities. Pay $2-$6 on acceptance.

Weekly Reader, Box 360, Middletown, Conn. B & w pix with human interest and action. We prefer pictures with children aged from 6-7 to 12. Must be newsworthy and appealing. Pay $3.60-$7.50 on acceptance.

NEWSPAPERS AND PICTORIAL SUPPLEMENTS

The American Weekly, 63 Vesey St., New York 7, N.Y. Wk. with Sun. newspaper. B & w and color pix; family relationships, stoppers, theatrical personalities, stock shots of situations, adventure, teen-age action, romance, trick action photos. Interested in new talent. Min. size color trans. 4 x 5. Pay on acceptance.

Chicago Tribune Magazine, Picture Editor of Magazine, Chicago 11, Ill. Clear, sharp, b & w singles and pic. sequences of general interest, natural history, unusual people, unusual camera techniques. Prefer glossies 5 x 7 or larger. Pay $7.50 ea., or by special arrangement. Pay on publication.

The Christian Science Monitor (Family Features Page), One Norway St., Boston 15, Mass. B & w pix of human interest and scenery. Pay $5-$7.50 on acceptance.

New York Daily News, 220 E. 42 St., New York, N.Y. Daily and Sun. tabloid with rotogravure section. Unusual single news shots (material must be new and exclusive). Min. pay $10. Pay on exclusive material varies.

Parade, 285 Madison Ave., New York, N.Y. Wk. with Sunday newspaper. B & w and color pix of human interest, animals, glamour, name personalities, sports action and sports, science. Prefer 2¼ x 2¼ color trans., but will accept sharp 35mm. Standard rates. Pay on acceptance.

Seattle Times Rotogravure Pictorial Section, Box 1892, Seattle 11, Wash. B & w and color pix of Pacific Northwest subjects only. Min. size color trans. considered, 4 x 5. Pay $5 for b & w; $75 for color covers. Pay on publication.

Weekend Picture Magazine, 231 St. James St. W., Montreal, P.Q., Canada. B & w and color pix of oddities, candid action, short series. (No posed pix.) Min. size color trans. 35mm. Pay $10-$25 for b & w; $50-$75 for inside color; $150 for color covers. Pay on acceptance.

RELIGIOUS

Bible Society Record, 450 Park Ave., New York 22, N.Y. B & w pix showing people or groups reading the Bible. Pay $5 upon publication and receipt of bill.

Catholic Digest, 44 E. 53 St., New York, N.Y. B & w and color pix of general interest. Query John McCarthy, Executive Editor, first. Any size color trans. considered. Pay $100-$150 for b & w pic. story; $100-$250 for color covers. Pay on acceptance.

Christian Home, 810 Broad, Nashville 2, Tenn. B & w and color pix of home scenes, family groups, children engaged in some activity. Min. size color trans. for cover use, 4 x 5. Pay $6 for b & w; $50 for covers. Pay on acceptance.

Maryknoll, Maryknoll, N.Y. Human interest photos from Mexico, Guatemala, Peru, Bolivia, Chile, China, Japan, Korea, Formosa, Hong Kong, Philippine and Hawaiian Islands, Africa (Tanganyika). Min. size color trans. considered, 2¼ x 2¼ for inside use. Pay $6 for b & w; $15 for color. Pay on acceptance.

The Message Magazine, Box 59, Nashville 2, Tenn. B & w pix of religious conventions, Negro congregations, Negro clergymen, special church projects, pix of colleges, Negro and interracial. Color cover pix of Negro models in seasonal settings, children with animals, church scenes, etc. Min. size color trans. 3¼ x 4¼. Pay $5-$7.50 for b & w; $25-$125 for color covers.

Religious News Service, 43 W. 57 St., New York 19, N.Y. B & w pix of typical religious activity; spot news or feature photos in the field of religion. Pay $5 for news shots; $10 for inspirational pix at end of mo. following acceptance.

Sunday Digest, Elgin, Ill. B & w pix of Protestant churches, church history, activities of church groups, service projects, etc. Pay $3-$6 on acceptance.

World Outlook, 150 Fifth Ave., New York 11, N.Y. B & w pix with caps. to illus. mss.; religious and missionary material preferred. Color trans. for cover and inside use. Pay $3-$6 for b & w; $15 up for color on acceptance.

(Continued on page 106)

use this

OLDEN CAMERA & LENS CO.

1265 BROADWAY at 32nd STREET . . . . NEW YORK 1, N.Y.

MAIL TODAY

WE WILL NOT BE UNDERSOLD!

I am interested in _____

I wish to trade the following _____ PLEASE MAIL **FREE** QUOTATION

NAME _____ PHONE NO. _____

ADDRESS _____ CITY _____ STATE _____

FREE 1957 DIRECTORY WITH ANY PURCHASE

EXPOSURE METERS

BRAND NEW DEM. MODELS

FR with Light Magnifier	7.95
G. E. PR—1, reg. 32.50	19.95
G. E. GUARDIAN, latest	23.50
NORWOOD DIR. reg. 32.95	16.75
NORWOOD M-3, reg. 16.95	4.95
SEKONIC with case & chain	6.50
WESTON MASTER III, latest	22.00
WESTON MASTER II, used	10.95

ELEVATOR TRIPOD

3 section, pan-head center post **$9.95** BRAND NEW

With geared center post $11.75
Quick-set Elevator $18.75

GRAPHIC 35

Complete with case & flash

- F:3.5 ctd. lens
- Synchro shutter
- Cpld. Rangefinder

$43.25 used

Telephoto & W.A. lenses $14.95 each

CONTAFLEX OUTFIT

Tessar F:2.8 ctd. 'MX' Synch-automatic Diaphragm with B.C. flash and close-up lens Used **$89.50**

Contaflex II, Exp. meter $103.50

Auxil. Telephoto or W.A. lens $14.95 Each

AUTO ROLLEIFLEX 'LVS' MODELS

LIKE NEW

with Xenar F:3.5 ctd.	$119.50
with Tessar F:3.5 ctd.	$129.50
with Xenotar F:2.8 ctd.	$169.50

BOLSEY B-2 THREESOME

$39.95 with case and flash BRAND NEW Reg. $66.50

BOLSEY 'C,' Reflex case & flash BRAND NEW $49.75

AUTOMATIC EXAKTA VX

Latest Brand New **$47.50**

- Single flash post
- Improved shutter
- Body lock
- New Exposure counter

and your old Exakta VX body for body

$77.50 and your Exakta V
$97.50 and your Exakta I or II pending inspection

EXAKTA LENSES

35mm Lithagon F:3.5 W.A.L.N.	39.00
40mm Meyer F:4.5 W.A.L.N.	19.95
50mm Westanar F:2.8 automatic	39.50
50mm Auto-Xenon F:1.9 automatic	98.00
58mm Biotar F:2 automatic	96.00
75mm Primoplan F:1.9 pre-set, NEW	68.50
135mm F:3.5, pre-set, NEW	37.50
135mm F:2.8 Ultraspeed, pre-set, NEW	47.25
180mm Tele-Picon F:5.5, pre-set, NEW	45.00
250mm Tele-Picon F:5.5, pre-set, NEW	50.00
400mm Tele-Picon F:5.5, pre-set, L.N.	79.95
Prism Finder for Exakta	17.50

HASSELBLAD

2¼x2¼ Reflex focal plane shutter, Ektar F:2.8 ctd. pre-set.

$192.50 used 'MX' synch., interchangeable magazine

Same outfit, with 135mm F:3.5 pre-set Telephoto lens & case $284.50
Rollfilm Magazine for Hasselblad 30.50

ARGUS C-4

F:2.8 ctd. synch. Rangefinder USED **$39.95**

Telephoto & W.A. lenses $14.95 each

35mm CAMERAS	NEW	USED
Aires III F:1.9, Rfdr.	99.50	56.25
Argus C3, case and flash	69.50	34.95
Argus C44 case & flash	117.00	67.25
Canon IV-S2, F:1.9 Rfdr.	285.00	106.95
Canon V, latest F:1.8	325.00	178.00
Contaflex Twin-lens, F:1.5	.....	89.00
Contax II, Sonnar F:2	.....	63.95
Contax III, Sonnar F:2	.....	65.95
Contax IIA, Sonnar F:2	[illegible]	128.95
Contax IIIA, Sonnar F:1.5	[illegible]	169.25
Contax D[illegible]eiss F:2	[illegible]	72.00
Exa, F:[illegible]X synch	[illegible]	36.00
Exakt[illegible] F:2.9	.....	42.00
Exa[illegible] F:2 [illegible]atic	.....	68.00
Exa[illegible] automa[illegible]	336.00	189.50
Koma[illegible] F:2 synch	124.50	53.50
[illegible] F:4.5 [illegible]	* * *	9.75
[illegible] Signet, [illegible]ar F:3.5 Rfdr.	* * *	34.75
Kodak Retina II A, F:2, Rfdr.	.....	63.95
Kodak Re[illegible]a III C, F:2 Ex. Met.	* * *	84.95
Konica III, Hexanon F:2 FMX	119.50	63.50
Leica IIIA, F:2, Rfdr	.....	62.25
Leica IIIC, F:2, Rfdr	.....	86.75
Leica IIIF, F:2 synchro Rfdr.	336.00	138.25
Minolta 'A' F:3.5, Rfdr. synch	49.50	23.95
Minox IIIS, F:3.5 synch	139.50	69.95
Nikon S1, F:1.5, Rfdr. synch	.....	128.00
Nikon S2, F:1.5, Rfdr. synch	385.50	184.00
Panon Wide Field Camera	445.00	228.00
Praktina, Biotar F:2 autom	297.50	176.00
Ricoh 35, case and flash	59.50	28.95
Ricoh 500, F:2.8, Rfdr.	69.50	39.75
Robot Royal, F:1.9 Rfdr.	295.00	123.50
Robot 'Star,' F:2.8 'MX' synch	79.00	.....
Voigtlander Prominent F:1.5	270.00	112.25
Voigtlander Vitessa L, F:2.8	139.50	79.00
Voigtlander Vito IIA F:3.5	54.50	29.50
Voigtlander Vito B F:3.5	45.00	24.00
REFLEX & ROLLFILM CAMERAS		
Ciroflex E F:3.5 ctd. synch	.....	29.00
Exakta 66, Tess F:2.8	[illegible]	142.00
Graflex Su[illegible] D 3x4, autom	[illegible]	98.00
Kalloflex [illegible] synch	[illegible]	64.50
Kodak [illegible]ron, F:[illegible]	97.50	69.75
Kod[illegible] [illegible]lia[illegible]ar F:3.5	.....	97.25
Po[illegible]oid [illegible]	89.75	35.50
R[illegible]hflex [illegible] ctd.	29.95	15.95
[illegible]leig[illegible]V, Xenar [illegible].5 LVS	124.50	67.95
[illegible]llex Auto [illegible]ar F:3.5	.....	62.00
Ro[illegible]flex Au[illegible] Xenar F:3.5	.....	85.00
Rolleiflex [illegible]G, Exp. meter	272.50	158.00
Rolleiflex 2.8E, Exp. meter	331.50	197.00
Soligor 66, F:3.5 synch	99.50	58.00
Super Ikonta B, Tess 2.8	139.00	60.00
Super Ikonta BX, Tess 2.8	163.00	74.95
Voigtlander Bessa II, F:3.5	124.50	56.25

MAMIYA 6 2¼ x 2¼ and 2¼ x 1⅝ F:3.5 ctd. MX full synch. Rangefinder reg. 99.50 SPECIAL, BRAND NEW $49.50

MOVIE CAMERAS & PROJECTORS		
B & H 220, 10mm F:2.5	* * *	19.75
B & H Sportster, F:2.5	* * *	46.95
B & H Mag. 172B F:2.5	* * *	74.25
Bauer 88B F:1.9, Exp. meter	149.50	72.00
Cine Kodak Mag. F:1.9	* * *	81.95
Cine Kodak Brownie F:2.7	* * *	16.95
Cine Kodak Turret F:1.9	* * *	49.50
Revere Mag. F:2.5	[illegible]	43.95
Revere 84, Turret, F:2.5	[illegible]	46.00
Wollensak, 3 lenses, [illegible]	[illegible]	56.50
Wolle[illegible], 3 lenses [illegible]	[illegible]	102.00
Wol[illegible] [illegible], [illegible]	239.50	128.95
B & [illegible] [illegible] 500W	* * *	41.00
Ke[illegible]ton[illegible] [illegible], case	99.50	52.50
Ke[illegible]ston[illegible] [illegible], spe[illegible] case	169.50	67.95
[illegible]dak Brownie, ca[illegible]	* * *	33.25
[illegible] 85, 500W	114.50	41.95
Revere 90, [illegible]0W	149.50	60.00
B & H Autoload, Mag. F:2.5	* * *	56.95
B & H 70DA, F:1.9	.....	159.50
Cine Kodak Mag 16, F:1.9	.....	49.00
Cine Kodak Royal, F:1.9	* * *	86.00
Mansfield F:2.5, 100'	38.75	21.00
Pathe Super 16, F:1.9	489.50	208.75
Revere Mag. 16, F:1.9	182.50	52.50
Revere Turr. 100' F:1.9	194.50	123.75
Victor IV, Turret W.3 lenses	278.00	91.25
Bolex G8-16 projector	339.50	165.00
Revere 48, 750W	160.00	68.75
KODAK FSION, Sound	* * *	128.00
Victor Model 40, Sound	520.00	106.95
B & H 'UTILITY,' Sound proj	* * *	118.00
B & H 202C, magnetic sound	* * *	387.50

WRITE FOR LOWEST PRICE * * *

BELL & HOWELL 70DR

3-lens Turret 16mm Camera

- 1" F:1.9 standard lens
- 3" F:2.8 telephoto
- 17mm F:2.7 W.A.
- Matching Viewfinders.

$283.95 USED

B & H 172-A Twin-lens 8mm Magazine, regular and telephoto lenses & matching viewfinders USED **$113.50**

MINOLTA AUTOCORD

$52.75 USED

- Fully autom.
- MX synch.
- Lever wind

List $99.55

MINOLTA AUTOCORD 'L' with Exp. Meter, used $69.75

KONICA II

BRAND NEW

- Hexanon F:2.8 lens
- Coupled Rangefinder
- F-M-X full synch.
- Double exposure prev.
- Helical focusing track

$49.50 regular $89.50

CONTAX IIA, Rfdr. X

Synch. with NOKTON F:1.5 ctd. lens BRAND reg. $364.00 NEW **$168.00**

CONTAX IIIA, Rfdr. X

Exp. meter, with NOKTON F:1.5 ctd. lens BRAND reg. $394.00 NEW **$198.00**

AUTO-FLEXARET IIIA

- 2¼x2¼ Reflex, Autom. Filmtransport
- F:3.5 coated Lens
- Synchro shutter, 1—1/300
- built-in selftimer
- Direct sports finder

reg. $83.95 BRAND NEW **$29.95**

BINOCULARS

6x30 center focus	15.25
7x35 center focus	19.95
8x30 center focus	16.95
7x50 night glass	21.95

ALL BRAND NEW

all coated, liteweight, shockproof. Add 10% Fed. Exc. Tax

GRAPHIC-LINHOF

4x5 Crown F:4.7 Rfdr. disc. .....brand new **$146.75**

Ann. Speed With Rfdr. Flash	
2¼x3¼ F:4.5 Lens	59.95
3¼x4¼ F:4.7 Lens	62.50
4x5 F:4.7 Lens	85.95
Pacemaker Crown 23, F:4.5	98.00
Pacemaker Speed 45, F:4.7	149.00
Linhof 23, Xenar F:3.5	225.00
Linhof 45, F:4.5	193.95
BRAND NEW 4x5 B&J View with L.N. Xenar F:4.5	77.00
BRAND NEW 5x7 B&J View	58.50
80mm Wide Field Ektar, synch	49.00

IKOFLEX IIA

FULLY AUTOMATIC

Latest Model, MX synchro Zeiss Tessar F:3.5 'T' ctd. Disc BRAND NEW **$98.50**

STEREO SPECIAL

Stereo Realist, F:3.5 Rfdr.	58.95
Iloca II, F:3.5 ctd. New	38.00
Edinex IIA, F:3.5 Rfdr.	46.00
Kodak Stereo, F:3.5	42.25
Graphic Stereo, F:3.5	31.75
Revere Stereo, F:3.5 Rfdr.	66.50
TDC Stereo F:3.5	39.50
Stereo Realist Viewer	6.95

All used, perfect, guaranteed.

POLAROID HIGHLANDER

complete outfit

Camera, compartment case, B.C. flash-gun, 3 films BRAND NEW **$71.50**

BIG *Discounts*

KODACHROME

PROCESSING INCLUDED IN PRICE

ENJOY THE CONVENIENCE OF MAILING EXPOSED FILM AND ITS SPEEDY RETURN TO YOUR OWN MAIL BOX.

35mm KODACHROME

PROCESSING INCLUDED IN PRICE

FACTORY PACKED—1 YR. EXP. DATE

20 EXP.		36 EXP.	
3 ROLLS	$7.95	3 ROLLS	$11.59
6 FOR	14.99	5 FOR	18.75
10 FOR	24.50	10 FOR	35.95

MOVIE KODACHROME

PROCESSING INCLUDED IN PRICE

FACTORY PACKED—1 YR. EXP. DATE

8mm—25 FT. DOUBLE		16mm—100 FT. ROLL	
3 ROLLS	$9.29	1 ROLL	$8.50
6 FOR	18.50	3 ROLLS	24.99
10 FOR	28.99	5 FOR	39.99

SINGLE PERF. SAME PRICE

8mm—25 FT. MAG.		16mm—50 FT. MAG.	
3 MAGS.	$10.99	3 MAGS.	$16.50
10 FOR	35.55	10 FOR	53.50

BOLEX-100 Ft. 8mm DOUBLE

1 ROLL $10.88 • 3 FOR $31.49

28 FT. 35mm ANSCOCHROME

INCLUDES DAYLIGHT FILM LOADER

8 FREE CARTRIDGES 25% DISC PRICE $8.88

8 MAILING BAGS

GUARANTEED FACTORY FRESH

1957 RELOADS

ALL CARTRIDGES AND ROLLS ARE LABORATORY PACKED AND QUALITY CONTROLLED BY MINIFILM IN ITS OWN AIR CONDITIONED DARKROOMS. OUR RELOADS ARE MANUFACTURED DAILY FROM 100 AND 400 FOOT ROLLS RECEIVED FRESH FROM EASTMAN KODAK AND ANSCO. CAREFUL SUPERVISION AND TREMENDOUS SALES TURN-OVER INSURES YOUR GETTING RELOADS WHICH ARE EQUAL IN QUALITY AND FRESHNESS TO FACTORY PACKED CARTRIDGES AND ROLLS. *THE ONLY DIFFERENCE IS THE PRICE.*

35MM KODAK TRI-X PANATOMIC-X

20 EXP.		36 EXP.	
7 ROLLS	$2.00	5 ROLLS	$1.99
10 FOR	2.65	8 FOR	3.15
50 FEET	2.15	100 FEET	3.25

35mm EKTACHROME OR ANSCOCHROME

PRICES INCLUDE DEVELOPING & MOUNTING

20 EXP. ROLLS	25% DISC PRICE	36 EXP. ROLLS	25% DISC PRICE
3 ROLLS	$6.45	3 ROLLS	$9.99
5 FOR	10.39	5 FOR	15.99
10 FOR	19.99	10 FOR	29.99

35mm KODACHROME

PROCESSING NOT INCLUDED IN PRICE

FACTORY FRESH—1 YR. EXP. DATE

20 EXP.	25% DISC PRICE	36 EXP.	25% DISC PRICE
3 ROLLS	$3.99	4 ROLLS	$6.99
6 FOR	7.69	6 FOR	9.99
10 FOR	11.49	10 FOR	15.99

MOVIE KODACHROME

PROCESSING NOT INCLUDED IN PRICE

FACTORY FRESH—1 YR. EXP. DATE

8mm—25 FT. DOUBLE		16mm—100 FT.	
4 ROLLS	$6.99	3 ROLLS	$13.99
7 FOR	11.49	5 FOR	22.99
10 FOR	14.59	10 FOR	44.99

PLEASE ENCLOSE 5¢ PER ROLL FOR POSTAGE

MINIFILM CAMERA CORP.

DEPT MPG 1190 SIXTH AVE., NEW YORK 36, N. Y.

PICTURE MARKETS

(Continued form page 104)

SPORTS AND HOBBIES

CQ, 300 W. 43 St., Room 600, New York 36, N.Y. B & w pix of amateur radio subjects only. Pay $5-$25 on publication.

Flying Models, 215 Fourth Ave., New York 3, N.Y. B & w and color action photos of model aviation hobbyists with their planes. Caps. must include pertinent information about the plane as well as the builder. Min. size color trans. (cover use only) 4 x 5. Pay $5 for b & w on publication; $50 for covers on acceptance.

Motor Boating, 572 Madison Ave., New York, N.Y. B & w pix of anything pertaining to boating. Pay on acceptance.

Outdoor Life, 353 Fourth Ave., New York 10, N.Y. B & w and color pix of hunting and fishing. Rates vary. Min. for acceptable story with pix, $300 on acceptance.

The Rudder Magazine, 9 Murray St., New York 7, N.Y. B & w pix of pleasure boats in action, harbor scenes, marine subjects in general. Pay $5-$15 on publication.

Sport Magazine, 205 E. 42 St., New York 17, N.Y. B & w action pix. Color shots of sports personalities. Min. size color trans. 4 x 5. Pay $10-$25 for b & w; $75 for inside color; $100-$200 for color covers. Pay on acceptance.

Sports Afield, 959 Eighth Ave., New York 19, N.Y. B & w and color action pix pertaining to hunting and fishing; single shots or complete pic. stories on "action" theme. Min. size color trans. 2¼ x 2¼. Pay $10 up for b & w; $50 up for inside color. Pay on acceptance.

TRADE JOURNALS

American Bicyclist and Motorist, 461 Eighth Ave., New York 1, N.Y. B & w pix of bicycle events and uses, bicycle dealers and shops, safety measures, hobby uses, bicycles at school, monthly "Miss Bicycle" feature. Pay $2-$10 on publication.

American Rabbit Photographers Association, Ben J. Mickewicz, Secy., National Hq., N. Wilmington, Mass. B & w pix of rabbits, rabbitries, human interest. Also color pix of cheesecake with rabbit interest for calendar use. Query first. Min. size color trans. 35mm. Pay 25c-$2 for b & w; varies for color. Pay on acceptance.

The Bicycle Journal, 606 S. Main, Ft. Worth 4, Tex. B & w pix of bicycle leg art with model release; interiors, exteriors, and displays of bicycle stores. Pay $7 for leg art; $5 for bicycle shop photos.

The Boating Industry, 505 Pleasant St., St. Joseph, Mich. B & w pix of boatyards, marinas, marine dealers. No regatta or owners' boats pix. Pay $3-$5 on publication.

Bruce Magazine, Box 397, Memphis 1, Tenn. B & w pix of famous trees, historic homes, subjects of interest to architects and lumber dealers; cover scenics. Pay $5-$10 on acceptance.

The Crown, P.O. Box 1837, Baltimore 3, Md. B & w story-telling pix with explanatory copy for center spreads; use 7-10 pix per spread; 8 x 10 glossy, vertical scenics from all sections of the country for covers. Pay $5 for inside use; $10 for covers. Pay on acceptance.

Electronic Servicing, 300 W. 43 St., Room 600, New York 36, N.Y. B & w pix of electronic devices of any type; in use, being repaired, or installed. Pay $5-$25 on publication.

Firemen, 60 Batterymarch St., Boston 10, Mass. B & w pix of fire action, particularly fire fighting and rescue work. Pay $3-$7 on acceptance.

The Insurance Salesman, 1142 N. Meridian St., Indianapolis 6, Ind. B & w pix of human interest, family groups, children; all pix must have human factors in them; no scenics. Pay $7.50-$10 on acceptance.

Listen, 6840 Eastern Ave., N.W., Washington 12, D.C. B & w pix of human interest, scenic, skid row scenes, traffic accidents, court scenes, pix of either specific or general nature dealing with alcoholism or drug addiction. Pay $4-$7.50 on acceptance.

Pure-bred Dogs—American Kennel Gazette, 221 Fourth Ave., New York 3, N.Y. B & w pix of pure-bred dogs—human interest desirable. Min. size for cover, 8 x 10; for inside frontispiece, 5 x 7. Pay $5 for inside use; $10 for covers. Pay on publication.

Skyways, 122 E. 42 St., New York 17, N.Y. B & w pix pertaining to companies in aircraft industry. Pay $5-$7.50 on publication.

TRAVEL

Arizona Highways, 17 & Jackson, Phoenix, Ariz. B & w and color pix of scenic southwestern subjects. Min. size color trans. 2¼ x 2¼. First pub. rights only. $5-$10 for b & w; $20-$60 for color. Pay on publication.

Holiday Magazine, Independence Sq., Philadelphia 5, Pa. B & w and color singles; scenics, pictorials, and activities of recreational or travel interest. Min. size color trans. 35mm. Pay $15-$100 for b & w; $100-$200 for inside color; $250-$500 for color covers. Pay on publication.

National Geographic Magazine, 16 & M St., N.W., Washington 6, D.C. B & w nature and human interest topics which lend themselves to picture-story treatment covering at least eight pages—about 12 to 15 pix (more should be submitted to provide a selection). Color series material on geographic areas such as cities, countries, etc., which have some unity of subject matter; natural history, aviation, marine life, etc. Pay $10-$25 for b & w; $500 up for min. of eight pages of color. Pay 1st of mo. following acceptance.

Pictorial California, 1314 Wilshire Blvd., Los Angeles 17, Calif. B & w scenic pix of California and the Pacific Coast. Pay varies on acceptance.

WALLET-SIZE PHOTOS

(Actual Size)

Perfect to give as gifts or for use with job or school applications.

Professionally printed on double weight, silk finish paper. Prices are for prints from one pose.

25 for $1. Post Paid

24 HOUR SERVICE

Send either negative or photo which will be returned unharmed. No negative charges or extra charges.

FILMS DEVELOPED
FAST ONE-DAY SERVICE

ANY SIZE ROLL OF FILM

8 or 12 Exposures

DEVELOPED and ENLARGED JUMBO SIZE

Only 50c A ROLL

(Jumbo Reprints only 5¢ each)

Reliant is one of the largest photo finishers in the East, giving top quality, fast service for the past 10 years. Write for free mailing bags.

ENLARGEMENTS

Your choice: Double weight matte or glossy

4 5" x 7" only **$1.** post paid

3 8" x 10" only **$1.** post paid

Prices are for blow-ups made from one negative. Just mail photo, negative or snapshot of any size. Your originals are returned with order. No extra charges. Please specify matte or glossy.

BIG DISCOUNTS ON FRESH

KODAK COLOR FILM

Genuine Eastman Kodak factory packed film. In original cartons. Guaranteed fresh of course! Please do not confuse with reloads. Your order is shipped same day received.

	List	Special
35mm x 20 exp. Kodachrome	1.85	1.48
35mm x 36 exp. Kodachrome	2.60	2.08
35mm x 20 exp. Ektachrome	1.85	1.48
(Specify daylight or type F)		
8mm x 25' roll Kodachrome	2.40	1.92
8mm x 25' mag. Kodachrome	3.75	3.00
16mm x 50' mag. Kodachrome	5.95	4.76
16mm x 100' roll Kodachrome	7.15	5.72
(Specify daylight or type A)		

EKTACHROME and ANSCOCHROME COLOR FILM PROCESSING

35mm x 20 exp. mtd.	.95	120, 620 square mtd. or "Superslides"	1.20
35mm x 36 exp. mtd.	1.75		
828 mounted	.95	STEREO	
120, 620	.95	35mm x 20 exp. mtd.	1.95

35mm COLOR DUPLICATE TRANSPARENCIES only 25¢ each

KODACHROME PROCESSING BY EASTMAN KODAK

Write us for free mailing bags and price list

Deluxe COLOR PRINTS

Made from your color transparencies

2 x 3	From 35mm and 828	20¢
	From 120, 120 sq., ½ 120	25¢
2½ x 3½	From any size through 2¼ x 3¼	35¢
2¾ x 2¾	120 sq. and stereo	35¢
3½ x 5	From any size through 2¼ x 3¼	50¢
3½ x 3½	120 sq. and stereo	50¢

DELUXE COLOR ENLARGEMENTS with folders

4 x 5	From any size through 4 x 5	75¢
5 x 7	From any size through 5 x 7	1.15
8 x 10	From any size through 8 x 10	2.25

PLASTIC LAMINATING

Wallet Photos, Color Prints, Identification, Snapshots, Membership Cards, etc.

Sealed in plastic ONLY 35c

COPIES made from your POLAROID CAMERA PRINTS

(From any Model Polaroid Camera)

2 prints (made Postcard Size) **PLUS COPY NEGATIVE ... Only 35c**

Your Originals returned with order

BIG DISCOUNTS ON ALL BRAND NEW KODAK and BELL & HOWELL CAMERAS. SAVE UP TO 50%!

Whether it's still or movie cameras or equipment, write to Reliant Photo Service for really low quotations!

Authorized Dealers for KODAK, ANSCO, BELL & HOWELL, REVERE, GRAFLEX, KEYSTONE, POLAROID, DE JUR

RELIANT PHOTO SERVICE

7721 THIRTEENTH AVENUE
BROOKLYN 28, NEW YORK

Store Hours: 10:30 A.M. to 7:30 P.M. Monday thru Saturday TErrace 7-1700

DON'T BE CONFUSED . . .

For over 12 years, Life Color Labs has produced the finest in color processing and printing . . . at reasonable prices!

See for yourself the difference expert attention of experienced graduate color technicians can make in developing, printing or duplicating your prized color films.

COLOR PRINTING & DEVELOPING SERVICE

WALLET SIZE.....25c

2½ x 3½	40c	5 x 7	1.25
3½ x 3½	50c	8 x 10	2.50
3¼ x 4	60c	11 x 4	4.95
4 x 5	75c	16 x 20	10.00

35mm Color Duplicates.....25c

Cropping & Dodging on Request Add 50%

ANSCO COLOR & EKTACHROME SHEET FILM PROCESSING
6 Sheets or Less

2¼ x 3¼	$1.25	20c ea.
3¼ x 4¼	1.50	20c ea.
4 x 5	1.75	25c ea.
5 x 7	2.50	35c ea.
8 x 10	3.75	60c ea.

"Wallet Size" Prints ONLY, Limited to Transparencies Not Larger Than 2¼ x 3¼.

PROCESSING — Ansco Color, Ektachrome 120 & 620 Rolls..... @ $1.00

Ansco Color & Ektachrome 35 mm. 20-exp. Rolls, Processed & Mounted @ $1.00

Ansco Color 35 mm "Mercury Rolls" Processed & Mounted..... @ $1.50

ORDER LIFE COLOR PRINTS

FREE! POCKET BOOKLET

"How to Select Transparencies for Good Color Prints"
easy to read, easy to follow instructions on how to select transparencies without guesswork.

LIFE COLOR LAB
12 Third Street
Saratoga Spa, N. Y.

Quality is our most important consideration . . . Service our constant goal.

DIRECT by MAIL KODACHROME PROCESSING
Licensed by Eastman Kodak
8mm 16mm 35mm

SAVE MONEY — SAVE TIME

8mm Spool $1.00
8mm Magazine (with Mag.)..... .75
16mm 50 ft. Spool..... 1.50
16mm Magazine (with Mag.)..... 1.00
16mm 100 ft. Spool..... 2.50

35mm 20 Exp. Slide mtd. . 1.00
35mm 36 Exp. Slide mtd..... 1.75
Stereo 15 pair Mounted 1.75
Stereo 28 pair Mounted 2.25

REMIT AT ABOVE RATES WITH FILM DO NOT SEND SEPARATELY!
Send Cash, Check or M.O. No Stamps or COD'S

FREE: MOVIE FILM MAILING LABELS OR 35mm Bags . . . JUST MENTION SIZE: 8mm Spool or 8mm Magazine, 16mm Spool or 16mm Magazine or 35mm Bags.

ALSO:
8 & 16 Black & White Processing ANY BRAND REVERSAL FILM, Plus X, Tri X 930, 931, etc. AT LOWEST RATES!
SPECIAL RUSH SERVICE ON SPORTS FILM!
Send for Details

SOLAR CINE PRODUCTS, Inc.
FILM PROCESSING SPECIALISTS Since 1937
4247 S. Kedzie • Chicago 32, Ill.

Become a PROFESSIONAL PHOTOGRAPHER

• You can learn photography best under top-notch teachers. Franklin Technical Institute's faculty are successful professionals. They teach you from the wealth of their own experience. Intensive one-year course in portrait, industrial, commercial photography.

YOU PRACTICE ON THE FINEST EQUIPMENT

Guided by these outstanding men you handle *daily:* Deardorff, Graphic and other cameras; latest enlargers; 2 to 24" Bausch & Lomb and other fine lenses; light meters, etc. You study cameras, lenses, films; lighting, composition; retouching, finishing, mounting. Also science courses, business law. Limited registration. Coeducational. High school or equivalent required. *Write for free catalogue.*

FRANKLIN TECHNICAL INSTITUTE
Founded by bequest of Benjamin Franklin
49 Berkeley Street, Boston 16, Mass.

TRADING CAMERAS?
Get a higher trade allowance at Al Bass.
Write today

ALFRED BASS INC.
585 MARKET ST., SAN FRANCISCO • YU. 2-1523

SPECIAL SALE—MODEL RELEASES
For a limited time only—special sale on model release pads, 25 to the pad, 10c per pad. Regular price 25c. Minimum quantity at this price: 10 pads for $1.00.
Add 3% tax for N. Y. C. delivery
MODERN PHOTOGRAPHY BOOKSTORE
33 West 60th Street New York 23, New York

8mm MOVIES

(Continued from page 87)

falls directly on the subject. The same theory has been transferred indoors, where the camera is mounted on a barlight and the light hits the subject from the direction of the camera.

This flat lighting is safe, sure—and rather dull. It has at least one drawback in that subjects are uncomfortable and likely to squint into the camera. In addition, any contrast in the scene must be supplied by color.

Try side lighting. The shadows created by light coming from the side of the subject and at an angle to the camera add visual interest. This contrast between light and shadow can result in an appearance of increased image sharpness in your movies.

Back lighting (the light comes from behind the subject) used to be taboo. But movie makers have found that it can add dramatic feeling to dull footage. Make sure that the light doesn't hit directly into the lens. For a silhouette effect, expose for the highlighted portions of the scene.

4. Keep that camera steady

Camera movement is the culprit responsible for ruining many, many feet of well-exposed, nicely composed, interesting footage. The screen image seems fuzzy, or tends to jerk up and down.

Your camera must be solidly supported during filming.

The best way to support it is on a tripod. Camera movement is more noticeable with longer than normal focal length lenses. So, once you start shooting with a telephoto, a tripod is a must.

Cameras equipped with a normal or wide-angle lens can be supported on any solid surface. Even hand holding is permissible, provided you brace your feet and keep your elbows well into your body for maximum steadiness.

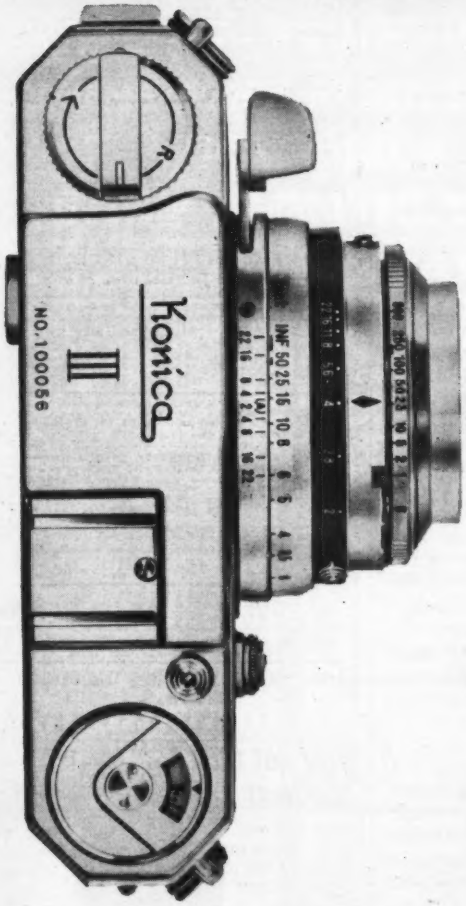
To pan or not to pan? Following action or moving the camera to encompass a large scene is a tricky business and best avoided unless absolutely necessary. If you must pan to follow a fast moving action, keep the pan as slow as possible. Practice panning with an empty camera. Once you think you are moving slowly enough—move even more slowly. When in doubt, don't pan. Instead, break up the scene into several connecting shots.

5. Filters

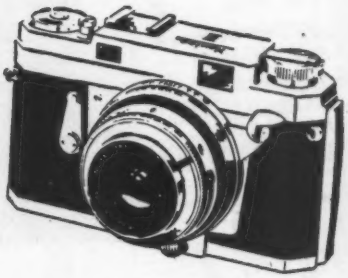
One or two filters in your gadget bag can do wonders for your color filming. A good filter to have is an Eastman Kodak 85A, which permits you to use Type A Kodachrome (designed for tungsten light) outdoors in sunlight.

That bluish cast you may have noticed

(Continued on page 110)



it all adds up



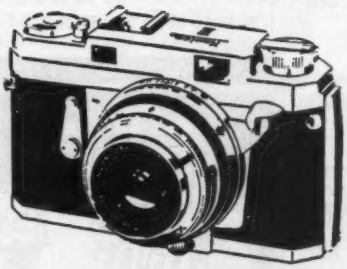
KONICA III

THE LUXURY CAMERA WITH
THE 119.75 PRICE TAG

+ HABER & FINK +

10% DOWN

TOTAL: OWNING A TOP 35MM CAMERA
with these
"WORKING FEATURES"



SELF-SETTING FILM COUNTER • AUTOMATIC RAPID FILM ADVANCE KONIRAPID MFX SEALED-BETWEEN-THE-LENS SHUTTER • CRANK FITTED REWIND • BRITE-LINE VIEWFINDER • SINGLE GLANCE INDICATOR • BUILT IN SELF TIMER • 48MM F:20 HEXANON LENS

UNCONDITIONAL GUARANTEE • TRADES WELCOMED
30-DAY FREE TRIAL • SIMPLEST TIME PAYMENT PLAN

$11.95 DOWN

BUY WITH CONFIDENCE

HABER & FINK, inc.

12 WARREN STREET, N.Y. 7
BArclay 7-5800

FORM & FIGURE

by
Peter Basch

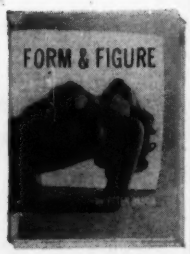
A collection of outstanding studies of the nude by a world-famous photographer. Technical notes and comments. Chapters on action, lighting, props etc.

$5.95

Over 100 breathtaking photos exquisitely reproduced. 112 pages, on large 9x12 format.

FREE

Autographed reproduction of Peter Basch's most famous photograph of the nude, sent FREE with every copy of Form & Figure ordered.



AMPHOTO
33 West 60th St., New York 23, N. Y.

Please send me ..... copies of Form & Figure, by Peter Basch. Also include my FREE autographed reproduction. I enclose $.....
(add 3% for NYC sales tax)

Ship to

_____

_____

_____

STATIC masters

FOR PHOTO FANS
1" Model $4.95
3" Model $9.95

Proven Best by 6 years use... for removing static electricity, dust and lint from Negatives, Transparencies, Lenses and Records.

FOR MUSIC LOVERS
Hi-Fi Record Brush $14.95

THE POLONIUM STRIP DOES THE TRICK!

Buy STATICMASTERS at Photographic or Hi-Fi dealers or order direct...sent postpaid—cash with order

NUCLEAR PRODUCTS CO. 18177 E. Rush Street El Monte, California

8mm MOVIES

(Continued from page 108)

in film exposed on a hazy day can be eliminated to some extent by using a haze filter. An Ansco ultraviolet or Kodak Series 81 (an 81A or 81B is suggested) filter helps where a really large amount of ultraviolet light is present. Check to see if the filter has a factor number. If it does, you must use a larger lens opening, in accordance with instructions, in order to compensate for the filter.

6. Check your lenses

No lens is a bargain if it doesn't take good movies. While most of the normal lenses we've seen for 8mm movie making give acceptable results at f/5.6 or f/8, some of them fall down badly at the larger openings of f/4 or greater. If you have reservations about any of your lenses, it might be a good idea to test them.

A simple test chart can be constructed from newspaper headline and body type pasted on a flat board, as in the photo, *top left, page 86*. Two floodlights or a barlight can be used for illumination. The farther from the board you place the lights, the more the diaphragm will have to be opened. Start by moving the lights back to a point where you get a meter reading corresponding to the largest opening of your lens. Measure off the distance between camera and board with a tape measure and adjust the focusing ring. After filming enough footage to permit ample time for study during projection, move the lights in closer—for a reading equal to the next f-number on your lens—and shoot again. Continue to shoot until the entire range of f-numbers has been covered. If the exposures have been properly made and the lens is a good one, the lettering will be acceptably sharp at all openings.

7. Watch your focus

Fixed focus lenses require a slightly different approach. There is usually a minimum focusing distance for each lens opening. Your camera manual will give the exact figure. Often the distance is engraved on the lens barrel next to the f-number. In testing, set the camera at those distances.

If you have a fixed focus lens, you may have been depending on its ability to render a sharp image of objects at a minimum distance to infinity. Actually, the lens has been prefocused at the factory for a distance between 10 and 15 ft. Thus, the zone of sharp focus is not the same at all openings. Learn the limitations of the lens and take care to stay within them.

One way to assure accurately focused pictures is to use the hyperfocal distance of the lens. When the lens is

(Continued on page 112)

SAVE ON KODAK-ANSCO-ANSCOCHROME

EKTACHROME

Proc. Incl. Day ASA 40		Proc. Incl. Tung. ASA 32
8mm x 25' dble roll	$2.25 ea.	3 for $ 5.95
8mm x 25' dble mag.	$2.75 ea.	3 for $ 7.50
8mm x 100' Bolex	$6.95 ea.	3 for $19.50
16mm x 50' mag.	$3.95 ea.	3 for $11.25
16mm x 100' roll	$5.95 ea.	3 for $15.95

Special **KODACHROME (Kodak Proc. Incl.) O.D. (camera spooled from bulk)

8mm x 25' dble roll	$ 2.25 ea.	3 for $ 5.95
8mm x 25' dble mag.	$ 2.75 ea.	3 for $ 7.50
16mm x 50' mag.	$ 3.50 ea.	3 for $10.00
16mm x 100' roll	$ 3.95 ea.	3 for $11.25

AERO EKTACHROME ASA 40

35mm x 20 Exp.	6 for $2.50
#120—#620	6 for $2.50

AERO EKTACHROME PROCESSING SERV.

8mm x 25' dble	$1.00	16mm x 100'	$2.50
8mm x 100' dble	$3.25	16mm x 50'	$1.50
35mm x 20 exp.	$ .85	#120—#620 roll	$ .85

FRESH COLOR (Proc. Incl.)	Koda-chrome	Magic Color	Ansco Chrome
8mm x 25' dble roll	$2.75	$2.25	$2.95
8mm x 25' dble mag.	$3.40	$2.95	$3.55
8mm x 100' Bolex dble	$9.95	$7.25	$9.95
16mm x 50' mag.	$5.25	$4.45	$5.25
16mm x 100' roll	$7.95	$5.95	$7.95
35mm x 20 exp.	$2.50	$1.65	$2.15
35mm x 36 exp.	$3.75	$2.50	$3.25

35mm x 20 exp. Ektachrome $2.15
35mm x 36 exp. Ektachrome $3.25
35mm x 20 exp. Ansco color $1.65

35mm x 28' ANSCOCHROME with loader.....$7.75

FRESH B&W MOVIE FILM (Proc. Incl.)

	Plus X	Super XX	Tri-X
8mm x 25' dble roll	$1.10	$1.45	$2.10
8mm x 25' dble mag.	$1.75	$1.95	$2.60
8mm x 100' Bolex dble	$3.25	$3.85	$5.45
16mm x 50' mag.	$1.75	$1.95	$3.25
16mm x 100' roll	$2.75	$2.95	$4.95

35mm x 100' Safety Film
Plus X Super XX, Infra-Red
Background X, Panatomic X $1.75; Tri-X $3.50

ROLL FILM SUPER XX—#120, #620, #127, #616, #116.....10 for $2.10

MOVIE FILM—QUANTITY DISCOUNTS
B&W ASA 50 Reversal, No Processing

8mm x 400' dble	$5.95	8mm x 1000' dble	$10.95
	4 rolls	27 rolls	15 rolls
16mm x 50'	$19.95	$10.95	$ 5.95
•16mm x 100'	$49.50	$29.50	$17.95

• camera spooled

Black & White Movie Processing Service

8mm x 25' dble.	$ .35 ea.
8mm x 100' Bolex	1.75 ea.
16mm x 100'	1.00 ea.
16mm x 50'	.65 ea.

KODACHROME PROCESSING

35mm x 20 exp. mtd.	$1.00	8mm x 25' mag.	$ .85
35mm x 36 exp. mtd.	1.80	16mm x 50' mag.	1.00
8mm x 25' dble roll	1.00	16mm x 100' roll	2.50

FOREIGN AND WHOLESALE INQUIRIES INVITED
Please include postage with order

LIDO FILM SERVICE 210 (M-6) Long Beach Rd. Island Pk., N. Y.

Why not Own the Best?

Shoot your own 16mm Television Sound-On-Film Talking-Pictures with the "Auricon Pro-600" Camera. $1497.00 & up. Money-back guarantee. Write for free catalog.

BERNDT-BACH, INC.
6918 ROMAINE ST., HOLLYWOOD 38, CALIF.

16MM SOUND-ON-FILM SINCE 1931

1 and 2 QUART

CLEAN · DURABLE · ACCURATE
COLUMBIAN ENAMELING & STAMPING CO. Inc., • Terre Haute, Ind.

FOR THE FASTEST **COLOR** PROCESSING PRINTING
EKTACHROME, ANSCO & ANSCO CHROME PROCESSING
DYE-TRANSFER COLOR PRINTS

ATKINSON COLOR PRINT SERVICE

Write for Prices or Send Film:
7373 Santa Monica Blvd.
HOllywood 4-7531
Hollywood 46, Calif Dept. M

CLEARANCE

CAMERAS • PROJECTORS • LENSES •

NAME BRANDS AT LOW DISPOSAL PRICES

FOR ONLY 10% DOWN

EASY MONTHLY PAYMENTS

RESERVED FOR

Name .....

Address .....

City ..... State .....

WRITE TO-DAY **FREE** BARGAIN BULLETIN

35mm CAMERAS

	New	Used
Aires 35 III, f1.9	$ 99.50	$ 56.00
Argus C-3, case & flash	69.50	34.95
Argus C-4, f2.8	86.50	37.50
Argus C-44, f2.8, MX	99.50	55.50
Bolsey Jubilee, f2.8, case & flash	79.50	39.00
Canon IV S2, f1.8	284.50	119.00
Canon V, f1.8	325.00	177.00
Edixa C, f2.8 RFDR	49.95	27.50
Graphic 35, f3.5 case & flash	89.75	42.00
Kodak Retina II, f2, RFDR		47.50
Kodak Retina IIA, f2, RFDR	127.50	62.00
Kodak Retina IIC, f2.8, RFDR	139.50	74.00
Kodak Signet, f3.5	75.00	34.00
Kodak Pony 135, f4.5	29.75	12.75
Kodak Bantam Spec, f2		59.00
Konica III, f2	119.75	63.00
Minolta A, f3.5	49.95	24.00
Ricoh 35, f3.5, case & flash	59.95	29.00
Voigt Prominent, f1.5	270.00	112.00
Voigt Vitessa L, f2	159.50	87.50
Zeiss Contessa, f2.8, RFDR	163.00	67.00

35mm SINGLE LENS REFLEX

	New	Used
Contaflex, f2.8 Tessar, MX	$149.50	$ 75.50
Contaflex, f2.8 Tessar, MTR	179.50	102.50
Esa, f2.9, MX	79.50	33.50
Esa, f2.8, Auto RF	165.00	89.00
Exakta V, f2 Biotar	269.50	117.50
Exakta VX, f3.5 Tessar	199.50	119.50
Exakta VX, f2.8 Tessar, Auto RF		158.50
Exakta VX, f1.9 Auto Xenon	341.70	184.00
Exakta VX, f1.5 Angenieux	369.50	179.00
Pentacon, f2.8 Auto	249.50	108.00
Pentacon, f2 Biotar	249.50	87.00
Rectaflex, f2 Xenon	329.50	118.00
Praktina FX, f2 Auto Biotar	297.50	167.00
Praktica FX, f1.9 Meyer Preset	139.50	55.50

LEICA — CONTAX — NIKON

	New	Used
Leica IIIA, f2 Summar		$ 67.50
Leica IIIC, f2 Summar		87.50
Leica IIIC, f2 Summitar		114.00
Leica IIIF, f2 Summicron	336.00	189.00
Leica IIIF, f1.5 Summarit	357.00	188.00
Leica M3, f2 Summicron	447.00	273.50
Leica M3, f1.5 Summarit	468.00	289.00
Contax II, f2 Sonnar		64.00
Contax IIA, f2 Sonnar	345.00	129.00
Contax IIA, f1.5 Sonnar	374.00	152.50
Contax IIIA, f1.5 Sonnar	348.00	169.50
Nikon S, f2 Nikkor		98.00
Nikon S2, f1.4 Nikkor	345.00	199.00

LEICA, CONTAX LENSES

	New	Used
28mm f3.5 Nikkor	$149.50	$ 75.50
35mm f2.8 Biogon		49.00
35mm f3.5 Nikkor	89.50	48.00
35mm f2.5 Summaron		53.00
85mm f2 Nikkor	175.00	84.00
90mm f2.5 Angenieux	94.50	49.50
90mm f4 Elmar	98.00	47.50
135mm f4.5 Hektor	135.00	58.50
135mm f3.5 Nikkor	135.00	65.00
135mm f4 Sonnar	146.00	65.00
400mm f5 with reflex	400.00	179.00

EXAKTA PRAKTICA CONTAX D LENSES

	New	Used
28mm f3.5 Angenieux	$120.00	$ 62.50
35mm f2.5 Angenieux	99.50	52.50
35mm f2.8 Auto Zeiss	149.50	87.00
40mm f3.5 Macro Kilar	89.95	54.00
75mm f1.5 Zeis Biotar	211.50	78.00
90mm f2.5 Angenieux	94.50	52.50
135mm f3.5 Angenieux	89.50	49.50
180mm f5.5 Tele Xenar	84.95	45.50
400mm f5.5 Meyer Tele Megor	199.50	87.50

2¼ x 2¼ REFLEX

	New	Used
Exakta 66, f2.8 Tessar	$319.50	$159.95
Minolta Autocord L, f3.5	124.50	65.00
Rolleiflex Automatic, f3.5	119.50	65.50
Rolleicord IV, f3.5 Xenar		54.00
Rolleicord V, f3.5 Xenar	124.50	67.00
Rolleiflex Standard, f3.5 Tessar		46.00
Auto Rolleiflex, f3.5 Tessar		61.50
Auto Rolleiflex, f2.5 Xenar, MX	187.00	109.00
Auto Rolleiflex, f2.8 Xenotar, MX	309.00	169.00
Auto Ikoflex IIA, f3.5 Tessar	169.50	63.00

TRADES ACCEPTED

CONTAFLEX

Zeiss Tessar f2.8 lens; sync; eye-level prism; ground glass rangefinder. Case 9.90

1.00 post. & ins. Used.. **75.50**

BRUMBERGER AUTO-MAT

35mm 300w blower cooled automatic; Complete with airsplit auto changer & 1 mag. Reg. $69.50.

BRAND-NEW.. **29.95**

1.25 post & ins

B&H 70 DR

16mm 3-lens turret

- 1" f1.9 normal lens
- 17mm f2.7 wide angle
- 3" f2.8 telephoto
- With objective finders

used **269.00**

RETINA III C

Latest 1956 model; f2 Xenon in M-X shutter; built-in exposure meter. List $190.00.

Used **84.95**

1.25 post & ins

8mm B&H "220"

Fast f2.5 coated lens; simplified settings; single frame and continuous run.

Used..... **18.50**

1.25 post & ins

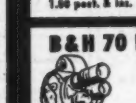
8mm KEYSTONE K-70

500w lamp; 400 ft reel capacity; motor rewind, blower cooled. Reg $64.95

Used..... **34.50**

1.25 post. & ins.

AUTO EXAKTA VX



Fully automatic f2.8 coated lens. Focal plane shutter; 12 sec to 1/1000; New exposure counter; discontinued model. Brand-New

1.25 post **139.50**

PRISM RANGEFINDER

No Exakta owner should be without one! Combined with viewfinder for EXAKTA V, VX, and EXAS.

Case 2.50 .50 post & ins

BRAND-NEW **19.95**

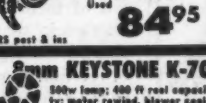
EXA VX

BRAND NEW

Brand-New discontinued model. Coated f2.8 lens; click-stops. Plus B.C. flashgun. Regular $95.00

1.25 post & ins **55.00**

400mm f5.5 TELE LENS



With diaphragm in toc mount, for Exakta. Contax D, Praktica, Pentacon. List $199.50.

BRAND-NEW..... **88.50**

1.50 post & ins

BOLSEY B-2 SYNCHRO

Coated f2.2 lens; speeds to 1/200th; coupled rangefinder. Complete with case.

BRAND-NEW.. **29.95**

1.25 post & ins

AIRES III

f1.9 ultra speed lens; speeds ½ sec to 1/500; rapid film wind; M-X sync.

Reg. 99.50

used **56.00**

1.25 post & ins

ROLLEICORD III

Famous 2¼x2¼ twin lens reflex. f3.5 ctd lens; synchro shutter.

used..... **39.95**

Case 4.75 1.00 post & ins

7 x 50 PRISM BINOCULARS

BRAND NEW COMPLETE WITH DELUXE LEATHER CASE AND STRAPS.

7x50 Ind focus **19.35***

10x50 Ind focus **26.95***

1.50 post & ins

* add 10% tax

4 x 5 SPEED GRAPHIC

Professional model; f4.5 lens; coupled rangefinder double extension bellows.

Used..... **79.00**

1.25 post & ins

KONICA III

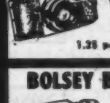
f2 Hexanon lens; rapid film transport; speeds 1 sec to 1/500; M-X sync; self timer.

Reg. 119.75

used **63.00**

1.25 post & ins

CONTAX D



Pre-set f1.9 coated Meyer Primoplan. Focal plane shutter; sync for flash & strobe!

case 9.50

BRAND-NEW..... **89.50**

f2 Zeiss pre-set ....114.95 1.25 post & ins

PRAKTICA F-X

f2.8 Pre-set Tessar; click-stops, focal plane shutter; sync for flash & strobe.

BRAND-NEW **55.95**

case 7.95 1.25 post & ins

SLIDE PROJECTORS

	New	Used
300 W Argus	$ 37.50	$ 19.50
300 W Argus, Auto, Case	42.50	28.50
300 W AO Executive, Auto		38.50
300 W Brumberger (2¼x2¼)	59.95	31.50
300 W Golde Manumatic	58.50	35.50
300 W Golde Reflex (2¼x2¼)	86.50	43.50
300 W TDC Duo (2¼x2¼)	67.50	34.50
300 W TDC D	59.50	29.00
300 W TDC Headliner	39.95	16.50
300 W TDC Mainliner	59.50	25.50
300 W Revere Auto Case	69.50	38.50
300 W Viewflex Projectomatic	79.50	41.50
500 W TDC Duo (2¼x2¼)	84.50	52.50
500 W Revere 555 Auto, Case	79.50	42.95
500 W Robomatic Auto, Case	149.50	88.50
500 W Revere 888D Auto, Case	159.50	96.50
500 W La Belle 55 Producer Auto	94.95	43.00
500 W LaBelle 75 Auto, Remote, Case	184.95	89.50

ENLARGERS

	New	Used
35mm Federal 135 f4.5 Cond.	$ 84.95	$ 32.50
35mm Focomat 1-C f4.5 Autofocus	183.00	114.50
2¼x2¼ DeJur 11, f4.5 Cond.	99.50	58.50
2¼x2¼ Exact 66 f4.5 Cond.	142.75	79.50
2¼x2¼ Solar 120 f4.5 Cond.	114.50	67.50
2¼x2¼ Sunray f4.5 Cond.	87.50	59.50
4x5 Federal 470 f4.5 Cond.	142.95	85.50
4x5 Solarmatic f4.5	169.50	104.50
5x7 Elwood 5-2 f6.3	97.50	67.50
5x7 Elwood SP-2	117.50	71.00
5x7 Solar	86.50	48.00
8x10 Elwood Commercial	319.00	177.50

PRESS CAMERAS

	New	Used
2¼x3¼ Pacemaker Crown f4.5 cpld RF	$299.50	$117.50
2¼x3¼ Ann Speed Graphic f4.5 cpld ctd. RF flashgun	219.50	88.50
3¼x4¼ Ann Speed Graphic f4.5 cpld rangefinder	—	83.50
3¼x4¼ Pacemaker Crown f4.7 cpld RF flash	—	117.50
4x5 Speed Graphic f4.5 CRF	249.00	79.50
4x5 Pacemaker Crown G'phic f4.5 lens CRF	299.00	119.00
4x5 Linhof f4.5 cpld RF flash	427.50	197.50
4x5 B&J f4.5 cpld RF flash	265.00	87.50
4x5 Busch f4.5 cpld RF flash	263.00	89.50

8mm CAMERAS

	New	Used
B & H 252, f2.3	$ 89.95	$ 23.75
B & H Sportster, f2.5	89.95	36.00
B & H 172A, f1.9 Turret	199.95	114.50
B & H 172 B, f1.9	144.95	87.50
Keystone K-40, f1.9	104.50	62.50
Keystone K-45, f1.9 Turret	189.50	79.50
Kodak Mag, f1.9	149.50	62.00
Revere 40, f2.5	105.50	47.00
Revere 44, f1.9	164.00	89.50
Revere B-65, f2.5 Turret	152.50	79.50
Revere 80, f2.5	97.50	38.00
Revere 84, f1.9 Turret	147.50	79.00

8mm PROJECTORS

	New	Used
B&H 253 Monterey, 500w	$ 79.95	$ 41.00
B&H Regent, case, 500w	179.95	78.95
Keystone K-109, 750w	149.50	69.00
Keystone K-70, Bright beam 500w	64.95	36.50
Kodak Brownie, 300w	62.00	32.50
Revere 90, 750w	125.00	61.00
Revere 85, 500w	114.50	62.00

16mm PROJECTORS

	New	Used
Bell & Howell 273 A, case	$199.95	$ 90.00
Bell & Howell 202 C, sound	719.95	381.00
Bell & Howell 285 C, sound	449.95	264.50
Keystone A-82	139.50	62.00

RUSH ORDER TODAY!

Orders are filled as received. Some items limited in quantity. Mail-Orders given prompt attention. To choose from best selection — mail order promptly . . . get FIRST CHOICE.

STATEMENT OF POLICY

All items listed are offered with 10 day trial — 2 year guarantee. No down payment required on trade-ins. Minimum down payment 10% — C.O.D.'s with 10% deposit. All prices F.O.B. N.Y. Exports & foreign shipping & insurance charges, overpayments promptly refunded. Items subject prior sale.

MURRAY HILL 7-6865

hamilton house

Dept. HM-6 545 FIFTH AVENUE

NEW YORK 17, NEW YORK

WHY SHOP NEW YORK?
CHECK OUR LOW PRICES
BIG DISCOUNTS
BRAND NEW MERCHANDISE

MOVIE CAMERAS

Reg. 29.95 Brownie Movie F2.7 ... 22.95
Reg. 37.50 Brownie Movie F2.3 ... 28.75
Reg. 46.50 Brownie Movie F1.9 ... 33.95
Reg. 79.50 Brownie Turret F1.9 ... 59.95
Reg. 49.95 B&H Monterey 252A ... 37.95
Reg. 59.95 B&H Monterey F1.9 ... 46.95
Reg. 139.95 B&H 134 Turret 99.95
Reg. 289.95 B&H 16mm Elect. Eye..219.95

MOVIE PROJECTORS

Reg. 62.50 Brownie 300 Watt 45.95
Reg. 74.00 Brownie 500 Watt 53.95
Reg. 115.00 Kodak Showtime 83.95
Reg. 179.95 B&H Regent Deluxe ...139.95
Reg. 166.00 DeJur Model 750.....124.95

35mm CAMERAS

Kodak Retina 11C 89.95
Kodak Retina 111C 127.95
Kodak Signet 35 ..... 59.95
Kodak Pony 135 ..... 27.95
Graohic 35 F3.5 case & flash 66.95
Graphic 35 F2.8 case & flash 73.95

SLIDE PROJECTORS

Reg. 59.50 Kodak Signet 300 w .. 43.95
Reg. 72.50 Kodak Signet 500 w .. 53.95
Reg. 67.75 Constellation w/ Auto. changer 49.95
Reg. 149.50 B&H Robomatic 119.50
Reg. 59.50 B&H Headliner 303 .... 47.50
Reg. 74.75 B&H Deluxe Model D in Airflow case 59.75

EXPOSURE METERS

Reg. 34.50 GE Guardian w/case ... 24.95
Reg. 16.95 GE Mascot w/case 13.75
Reg. 32.50 Weston Master 111..... 22.95

FILM SPECIALS

8mm Kod. roll—6 rolls for 11.95
8mm Kod. Mag—6 rolls for 17.95
35mm Kod. 20 Exp—6 for 8.75
35mm Kod. 36 Exp—6 for 11.75

If you have a trade in, write for our generous allowance on any photo equipment.

If what you want is not listed above, write in for our quotation.

Send check or money order in full. We pay postage. All C.O.D. orders must have a 25% deposit.

FOUR STORES SERVING PENNSYLVANIA & OHIO
Rembrandt Camera Shops
29 W. State St., Sharon, Pa.

8mm MOVIES

(Continued from page 110)

focused at its hyperfocal distance, everything from one-half the hyperfocal distance of a particular f-number to infinity will be in focus. For example, the hyperfocal distance of a 25mm lens at f/4 is 21 ft. If you set the focusing ring at 21 ft., everything from 10½ ft. to infinity will be in focus.

8. Your projection equipment

Shoot the finest footage in the world and project it improperly and you can expect a poor showing.

Clean your film gate regularly. Bits of emulsion and dirt are bound to gather and result in annoying streaks on the screen.

You may have noted that your projected image is a bit out of focus at the corners, while remaining sharp in the center. Refocus the lens for the corners, and note whether the center now goes out of focus. If that happens, you can be certain that the film is sharp. Something is wrong with the projection lens, or the film is not being held properly flat in the gate.

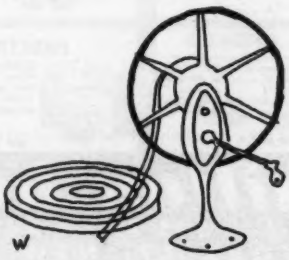
9. Show them right

Seating arrangement of the audience is important. A good plan is to seat the nearest spectator no more than half the distance from the projector to the screen. In fact, the farther back your audience sits, the sharper will appear the screen image.

Blowing your pictures up giant size may, at first thought, be a good idea—especially for large audiences. But remember, any flaws in the film will be magnified in proportion to the size of the image. A good screen size is one with a horizontal measurement of about five feet.

In the final analysis, the quality of your 8mm films will be dependent on the amount of care and technique you exercise in making them. A well-made film is something worth seeing time after time. A badly shot film is something you may look at once when it comes back from processing—and then hide in some dark corner of the closet.

—ERNST WILDI



ANSCO COLOR FILM
With Processing

	Our Price	Reg. Price
8mm 25′ double roll	$2.25	$ 4.05
8mm 25′ double magazine	2.75	4.50
16mm 100′ available in both sound or silent	5.00	10.50
16mm 50′ mag.	3.50	7.40

ANSCO MOVIE FILM
Black and White With Processing

	Our Price	Reg. Price
8mm 25′ double roll	$1.15	$ 2.30
8mm 25′ double magazine	1.75	3.50
16mm 100′ available in both sound or silent	2.50	6.50
16mm 50′ mag.	1.90	3.65

35mm COLOR FILM
Available in ANSCO TUNGSTEN 35mm x 100′ $22.00
Available in TUNGSTEN or DAYLIGHT AERO EKTACHROME-DAYLIGHT SPEED—100 ASA 20 exp. rolls, including processing ..... $1.50 (3 for $4.25)
20 exp. rolls INDOOR ANSCO COLOR $1.00 (3 for $2.75)
AERO EKTACHROME CHEMICALS—1½ gal. ...$2.95

Bulk MOVIE FILM 8mm or 16mm
1500′ (30 50′ rolls) $11.50 16mm
50′ rolls .45 8mm & 16mm 100′ rolls .90 8mm & 16mm
1350′ (25′ rolls) $9.95 16mm
400′ rolls $3.60 8mm & 16mm
(this is a fine grain)
PANCHROMATIC REVERSAL FILM
Processing not included

MOVIE FILM SPECIAL
100′ 8mm double **$1.79**
Packed on 4 Camera spools 25′
Processing Not Included

35mm BLACK & WHITE BULK
ANSCO FINOPAN $1.25 (Weston 24) Kodak
Super X or Double X $1.40

ROLL FILM
#127, 120, 620, 116, 616
Black & White 10 for $1.95
120 & 620 color .....75c a roll
35mm 20 exp. B&W 25c
35mm 36 exp. B&W 49c
AERO EKTACHROME #120 and #620
Weston 40 .....3 for $2.85
35mm 36 exp. TRI-X .....50c a roll
Minimum order 4 rolls

ACCESSORIES
FILM DRIERS—good for paper and films—only $1.50
CHEMICAL KITS—D88, one gallon size good for reversal or straight B&W processing—for paper & film. In powder form $1.25
(Include postage)
8mm 200 ft. reels—3 for 1.00
8mm 200 ft. cans—3 for 1.00
16mm 400 ft. reels—3 for 1.00
16mm 400 ft. cans—4 for 1.00
100′ 16mm camera spools 25
16mm empty magazines 75
8mm empty magazines 75

PHOTOGRAPHIC CONTACT PAPER
Eastman Kodak SW Semi-matte—Contrast #4
100 sheets per box, 10x10 .....$2.50

ECONOMICAL FILMS
1107 Lebanon Street, Bronx 60, New York

YOU CAN BE A TV CAMERAMAN

Send for FREE Booklet P-6
APPROVED FOR VETS

It's a short step from the nationally-known Television Workshop to a good-paying job in television.
Work with the finest RCA cameras and video equipment in station-size studios, under the instruction of network experts.
Graduates now working at leading TV stations throughout the nation. Previous experience unnecessary. Free placement service.
Day or Evening Classes

TV WORKSHOP
1780 Broadway, New York 19, N. Y. PLaza 7-3721

35mm BLACK & WHITE
SLIDES
From any size photo or negative

6c per frame from complete 35mm roll unmounted
12c mounted
30c each from negatives larger than 35mm
50c from photos

NOW! See your favorite snapshot on the screen!
The most thrilling way to look at your pictures is on the screen. Now all your friends can see your pictures at the same time. Slides made from any size negative or photo. Specify cardboard mounts or film strips.

NATIONAL PHOTO LABS NEW HYDE PARK 12 NY

POPULAR PHOTO PRODUCTS AT POPULAR PRICES

Add Approximate Postage
Excess Refunded
10% down on all C.O.D.'s

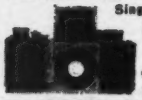
NOW SAVE

(LIMITED QUANTITY)
OVERSTOCKED ON FOLLOWING ARGUS CAMERAS AND PROJECTORS

	List	Sale
Argus C-3 outfit	69.50	49.50
Argus C-44 outfit	117.00	84.95
Argus 300W Proj.	39.50	31.95
Argus 300 Auto Proj. with case	62.50	44.95

First Come—First Serve—All Brand New, Factory Packed, Latest Models

BRAND NEW ASAHIFLEX



Single lens 35mm Reflex FP-X sync, 4 element f3.5, pre-set
List 99.50
Case 10.00
COMPLETE $79.50
f2.4 Model Only 99.50

ALL BRAND NEW
KODAK RETINA III C

1 Stroke rapid advance lever f.2 Xenon, interchangeable lenses, full sync, built-in meter, 1 sec. to 1/500 sec., compact, well made. List Price $190.00.
SALE $113.95
Case List 13.50.....Only $ 8.95
Retina Univ. finder.....Add 12.95
Curtar W.A. & Longar Tele...Both for $95.00

SALE . . . A O EXECUTIVE 35mm PROJECTOR—500 WATT

5" f3.5 Lens, automatic or manual projection, 40 slide tray capacity. List 84.50 with deluxe case.
BRAND NEW ONLY $58.95
AO Trays List $1.00 ONLY 69c ea.

KLIKLOK AUTOMATIC CAMERA MOUNT

Hear It Click—Feel It Lock Steel, attach in second, positive locking, no wobble, no more stripping threads, rapid release.
complete ONLY $3.49
Extra Camera Plate $1.75 ea.

STATICMASTER BRUSHES

Eliminates dust from negatives and slides.

3" Professional — List $9.95
Special $7.95
1" Amateur—List $4.95
Special $3.95

BRAND NEW EYE LEVEL PENTA-PRISM FINDER

FOR EXA and KINE EXACTA
Includes Case & R. F. Glass
(An $85.00 Value) ONLY $23.49

CLOSE-OUT 8mm EDNALITE DUAL-LENS

Convert Your Lens to Telephoto or Wide Angle. Simple, Efficient. List 24.95
Specify Camera LENS ONLY $13.95
Adapter 1.15 Case and finder free

POPULAR SLASHES PRICES ON ALL EASTMAN KODAK PRODUCTS

(ALL BRAND NEW FACTORY PACKED)
FULLY GUARANTEED—LATEST MODELS

	LIST	SALE
Brownie Hawkeye Kit	$ 14.95	$ 11.49
Duaflex IV Outfit	23.75	17.95
35mm Signet 40 & Flash	69.00	49.95
35mm Signet f3.5 Ektar	75.00	52.50
8mm Brownie Movie f2.7	29.95	22.50
8mm Brownie Turret f1.9	79.50	56.95
8mm Brownie 300 Projector	62.50	44.95
8mm Showtime Projector	115.00	84.50
35mm Signet 500 Projector	72.50	52.50
16mm Royal Mag. Cam. f1.9	189.50	141.50
16mm K-100 Roll f1.9	279.00	207.00
16mm K-100 Turret f1.9	315.00	231.00

(On items not listed write for quotation)

SENSATIONAL MINOLTA AUTOCORD

Auto-Wind, f3.5, MX Sync. List 99.50
BRAND NEW ONLY $69.50
And your old 35mm or Reflex Camera in trade. Case Add $9.95

Premier Professional Titler Model #2

Complete with lights, letters, auxiliary lenses. Do zooms, flips, scrolls, animation, etc. Instructions included.
List $37.50 Special $26.50
M-2 accessory kit List $12.50 Special $8.95

BRAND NEW FAMOUS MAKE

Photo Electric Meter 10—6,400 ASA, Still & Cine includes Light Magnifier. (adds 400% to meter sensitivity). Includes cases for meter & booster.
ALL 4 ITEMS Only $7.95

Airequipt Automatic Changer

Fits most models of AO, Ampro, Argus, B&H, Goide, Kodak, SVE, TDC, Viewlex, etc. (Changer and adapter only.) Specify model.
BRAND NEW ONLY $8.95
Remote Control 24.90 Only $18.95

AIREQUIPT MAGAZINES

HOLDS 36 35MM SLIDES, PREVENTS WARPING, FRAYING. LIST 2.25
ONLY $1.59 ea.
Air-luggage case for 24 only 7.95

TDC and Viewlex Trays

For Selectron, Viewlex Auto Changers
30 slide tray — 2/ .89c — 12/4.95
36 slide tray — 2/1.05 — 12/5.95
Trays for Revere.....69c ea.
Air-luggage case for 24.....7.95

BRAND NEW
SOLIGOR 66

2¼x2¼ SINGLE REFLEX
Sync, f3.5 Ctd lens, w/case. List 109.90. *ONLY $74.95
Extension Tube.....7.95
150mm Tele. F4.....52.00
* And your old camera in trade

38mm TELEPHOTO LENS (8mm)

F1.9, ctd, focusing mount, depth of field scale, filter holder hood, click stops, sharp accurate—sure to please. List $38.95.
SPECIAL ONLY $12.95
Standard "D" Mount

YASHICA REFLEX BRAND NEW

	List	Sale
Yashica A w/case	$35.95	$23.95
Yashica "LM" w/case	69.95	46.95
Yashicamat w/case	85.50	56.95

* Dealers write for special low quantity prices.

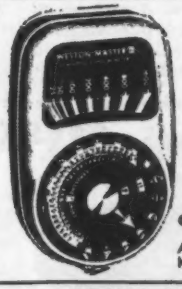
POPULAR PHOTO STORES, INC.

49A WEST 47th ST - N.Y. 36, N.Y.
Circle 7-3461

OVER-STOCKED INVENTORY CLEARANCE (LIMITED QUANTITY)

	List	Sale
Yashica C w/case	54.50	36.95
Soligor 66 w/case	109.90	73.50
Polaroid 80	69.50	51.95
Ricoh 35 w/case, flash.	59.95	41.95
Super Richoflex w/case	34.50	23.95
Bolex B8 f1.9	159.50	121.00
Mansfield 16mm Editor	44.50	21.50
Argus Previewer	7.95	5.75
Minolta "A" w/case	57.90	41.50
Minox III S w/case	139.50	95.00
Keystone Capri f2.5	49.50	37.50
Keystone K-42 f2.5	99.95	67.50
Keystone K-48 f2.5	119.50	82.50
Keystone K-109D Proj.	169.50	114.95
Keystone K-100 Proj.	99.50	72.95
Stereo Realist f3.5	129.50	89.50
G.E. Guardian Meter	34.50	24.50
Spotomatic 6A Meter	15.00	9.95
GRA-LAB Luminous Timer	23.95	17.95
GRA-LAB Standard Timer	23.95	16.95

Fully Guaranteed—None Shopworn—Original Packing—Never Used—Brand New—Just A Few Display Models—All Sure To Please.



Sensational
NEW WESTON MASTER III.
Ruggedized
LIST 32.50 W/CASE
ONLY $21.50
AND YOUR OLD METER IN TRADE

BRAND NEW 35mm

RICOH *500—Rapid Wind, f2.8 sharp coated lens, FXM sync., R.F. 1/500 sec. List 79.50 w/case. SPECIAL $56.95

MINOLTA *"A-2" f2.8 Rokkor, MXV 1/400 sec, brilliant R.F. list 79.95 w/case. SPECIAL $56.95
*and your old camera in trade

SAVE ON LATEST BRAND NEW 35mm CAMERAS
(Factory Packed Fully Guaranteed)
KONICA * IIIS Automatic film transport Hexanon f2, 6 element lens, MFX, 1-1/500 sec. self timer, fine precision single window R.F. Construction. List 119.50
Case Add $12.50. ONLY 78.95

CONTAFLEX * I Single lens reflex, f2.8 Tessar, MFV sync, self timer, automatic diaphragm, excellent construction, eye-level prism finder with R.F. center.
List 149.00.
Case Add $14.00. ONLY 99.95
* CONTAFLEX II w/meter. List 179.00
Case Add $14.00. ONLY 119.50
* Your old 35 or reflex camera in trade.

Sensational Savings on BRAND NEW Electronic Flash

ULTRABLITZ * JET $47.95
List 69.95 ONLY
(Factory Packed, Guaranteed)
A.C. or D Batteries, Latest Model
Bracket Add $2.95

F. R. * STROBE LIGHT $36.95
List 54.95 ONLY
Latest Model—Guaranteed
A.C. or D Batteries
Coil Cord (specify camera).....2.95
Batteries (set of four).....75
* And Your old Flashgun in trade

SENSATIONAL PRICE-CUTS ON ALL BELL AND HOWELL CAMERAS AND PROJECTORS

(All Brand New—Factory Packed)
FULLY GUARANTEED

	List	Sale
8mm 220 Camera f2.5	$ 39.95	$ 31.95
8mm 252-B Camera f1.9	59.95	42.95
8mm 134-TA Roll f1.9	169.95	126.00
8mm 172-B Mag. f2.5	134.95	104.95
8mm 172-A Mag. Tur. f1.9	199.95	147.95
8mm Monterey Proj.	79.95	57.95
8mm Monterey w/reverse	99.95	69.00
8mm Regent w/reverse	179.95	129.00
16mm 200EE Automatic Elec. Eye, f1.9 w/case	329.90	248.90
16mm Statesman Proj.	213.95	164.50
16mm 385-C Sound Proj.	479.95	350.95

(Write for quotations on items not listed)

ALL MERCHANDISE FULLY GUARANTEED 1 YEAR MECHANICALLY & OPTICALLY. 30 DAY MONEY BACK WARRANTY.

Less than

an album

and in seconds too!

Now you can make your own album the way you want it to look —any color—and size (to take care of those awkward prints). It will look professional and last forever. Pages lie flat — covers turn back to back. You can make it either looseleaf or permanent. Complete kit with punching machine and 150 brilliantly colored plastic Tauber tubes.

(Illustration of two hole kit).

$11.90

3 HOLE KIT — $16.90 4 HOLE KIT — 29.90

TAUBER PLASTICS INC.
200 Hudson St., N. Y. 13, N. Y. Call WOrth 4-5621

Send FREE brochure that explains dozens of other uses and illustrates other TAUBER binding equipment. Enclosed is check/M.O. for:
.....2 hole kit @ $11.90 ea.
.....3 hole kit @ $16.90 ea.
.....4 hole kit @ $29.90 ea.

NAME.....
ADDRESS.....
CITY.....ZONE.....STATE.....

THE FINEST

Perrin CALIFORNIA
J. B. PERRIN & CO., Inc.
8476 Warner Drive • Culver City, California

STUDY PHOTOGRAPHY
COMMERCIAL • PORTRAIT • ILLUSTRATIVE
Finest professional instruction & equipment. Coed. Living accommodations secured for men. Attractive dormitory for out-of-town girls. G.I. Approved. Enter 1st Monday each month. WRITE OFFICE OF REGISTRAR, ROOM 346.

RAY-VOGUE
750 North Michigan Ave., Chicago 11

COFFEE BREAK

(Continued from page 16)

they are the very life and fiber of experimentalism in the arts. We do not understand how one can arbitrarily separate from the artist's vision the physical means by which he sets it before us.

Some years ago the Museum of Modern Art, and Mr. Steichen, devoted an evening to experimental movies, in which every conceivable photographic, optical, and physical "trick" was pulled off in front of the camera, in the camera, and during and after processing. In one wonderful film, no camera at all was used. The net result of all this was marvelous. If such techniques are valid for cinema, why are they less so for still color photography?

We believe that it is not the technique used which determines whether or not the picture is a "trick" or a worthwhile piece of experimentalism —it is the photographic result that counts, and it is on that basis that the viewer must decide the value of the picture.

Considered photographically, we found a large part of Mr. Steichen's display disappointing. True, he had work of outstanding quality and vigor by Ernst Haas, Harry Callahan, Roman Vishniac, and William Grigsby. But for the rest of his selection it seemed to us that he had drawn from too narrow a spectrum. There was much that appeared, to this viewer, to be mediocre, or just plain dull and imitative.

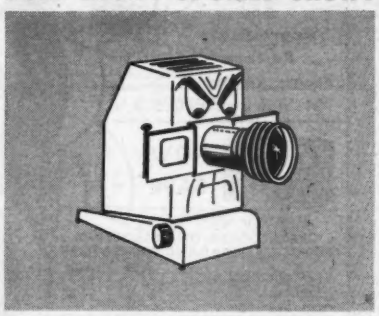
We were struck by his photographers' preoccupation with static forms, and patterns formed by flotsam, decay, and destruction by-products. We have nothing against well-done work of this type, but is this the horizon limit of what should be our most daring and wide-seeing group of photographers?

We doubt that it is. But if such limits are given status and credence by people in Mr. Steichen's position, we are afraid that centripetal forces may crush and stifle a still delicate movement in photography that we would like to see become centrifugal, even explosive.—JOHN WOLBARST

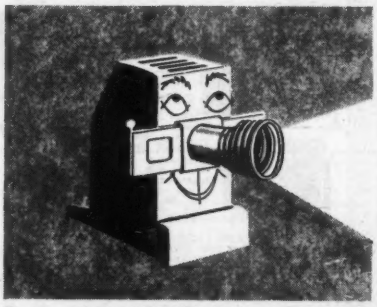
COMING NEXT MONTH • • •

Have an exposure problem you think can't be licked? Well, don't be so sure. Next month's MODERN may have just the answer you need. Whether you work primarily in black-and-white or in color, the July issue will be packed full of information on how to get *that* picture, whether it's indoors or out. And of great importance to you is a discussion of the new exposure systems, with step-by-step illustrations telling how they work and what they mean. If you shoot movies or stills, the July issue will have the kind of information you need for better pictures. So, clue your newsstand dealer to save you a copy right now.

BULB BLOW? SPOILED SHOW?



BUY A PAIR! HAVE A SPARE!



G-E PROJECTION LAMPS
FOR ALL SLIDE AND MOVIE PROJECTORS
GENERAL ELECTRIC

Quick, Low Cost
SLIDE PROTECTION
With KIMAC Protectors

Prevents Scratches Fingerprints and Abrasion Marks

Made from Kodapak Sheet

NO FUSS, NO BOTHER — Just Slip On A KIMAC PROTECTOR

These plastic envelopes may be used with all standard cardboard mounts, including Kodak and Ansco. Sealed edge prevents snagging in filing or viewing. No printing to obscure title. Fit all automatic projectors.

Box of 100 Stereo Protectors $3.75
Box of 1000 Stereo Protectors $25.00
Box of 100 2" x 2" Protectors $2.75
Box of 1000 2" x 2" Protectors $20.00
Box of 100 2¾" x 2¾" Protectors ..$4.00

Send check or money order with dealer's name for immediate shipment. We pay postage.

Send for FREE Sample

KIMAC
OLD GREENWICH, CONN.

Potatoes are Cheaper? . . . It's cheaper to listen to good advice than to go through experience at a loss. Even if you're not ready to buy now.

Our Camera Technologists will give you a written unbiased report on anything photographic, free; whether it's a Baby Brownie or a Leica. University offers you free advice, good service, unbeatable low prices, and a two-year unconditional no charge guarantee. A Bargain is not a Bargain unless you're completely satisfied.

NEW 1½" f/1.9 Telephoto

with Focusing Mt. in chrome Mount, Razor sharp, clickstops, color corrected. For Revere, Keystone, DeJur, Ampro. For B&H write.

List $38.75 Your cost NEW **$13.95**

Leather case ..... .90

Telephoto for 16mm Fans (New)

2" Telephoto f/1.9 focusing, click stops, color corrected razor sharp in Black anadized and chrome Mount. Built-in lens shade. For all cameras.

List $59.95. Your cost **$24.95**

Plush leather case 2.84

For 8mm Fans (New)

6.5mm f/1.9 Wide Angle in chrome Mount. Razor sharp, click stops, color corrected.

List $44.95 **$18.95**

Leather case ..... .90

Wide Angle for 16mm Fans (New)

15mm f/1.9 focusing, click stops, color corrected. Razor sharp.

List $59.95. Your cost **$32.50**

Leather case 1.56

Extra Fast Tele for 8mm (New)

1½" f/1.4 focusing in Black anadized and chrome Mount, color corrected. Razor sharp. Excellent for Bad Lighting Conditions! Built-in lens shade.

List $69.50 **$18.95**

Case 1.08

Extreme Wide Angle For 16mm Fans

13mm f/1.5 Focusing

List $89.50 **$49.95**

High speed 8mm standard lens. 1½" focusing f/1.2 list $89.50. Send any lens—receive $40.00 trade-in allowance. Brand New. **$49.50**

Send only .....

DARKROOM ACCESSORIES
BRAND NEW

	List	Sale
Yankee Lordomat 20 Tank	10.95	7.30
Yankee 4x5 Utility Tank	2.95	2.10
Yankee 4x5 Agitank cut film	8.95	6.95
Yankee Safe lite w/3 Filters	4.95	3.89
Airequipt 4 Way Fixed Easel	8.07	5.65
Airequipt Dialmaster Easel 11x14	17.06	11.95
Airequipt Photocrat 4x5 Printer	14.34	9.95
Airequipt Jr. Printer 4x5	10.77	7.55
Brumberger 5x7 Adj Metal Printer	22.00	14.95
Brumberger 5x7 Safe Lite GA	5.95	4.35
Brumberger 8x10 Paper Safe	10.95	7.80
Brumberger 11x14 Paper Safe	19.95	14.75
Fedco Focus Rite Enlarging Aid	2.25	1.75
Fedco No. 100 Dryer 111/2 x15	9.95	6.75
Gra Lab ±168 Luminous Timer	24.95	17.75
Premier A2 Roto Dryer 24x28"	49.95	33.95
Premier A1 Roto Dryer 12x29"	27.50	18.95
Premier 12 1/2" Trimmer w/Guide	11.00	6.25
Premier 18" Trimmer w/Guide	20.50	11.95
Premier 12" Deckled Edge Trimmer	10.40	6.69
Staticmaster 1" Brush	4.95	3.50
Spot-O-Matic Enlarging Meter	14.95	10.75
Nikor 35mm Tank single reel	6.70	5.19
Nikor 120-620 Tank	7.65	6.09
Nikor 20 Exp. 35mm wide space reel	3.95	3.19
Nikor 36 Exp. 35mm wide space reel	3.95	3.19
Nikor ±33 Tank with 2 35mm reels	10.70	8.50
Kodak Timer Minutes & Seconds	9.75	7.50
Kodak 35mm Day Load Tank	9.95	7.49
Morse G3 35.8 16mm Dev. Tank	34.00	26.75
Kodak Automatic Tray Siphon	4.95	3.75
Sun Ray 11x14 Metal Adj. Easel	7.75	5.49
Sun Ray 8x10 Metal Adj. Easel	5.50	3.95
Precise 11x14 Metal Adj. Easel	6.75	4.95
Carr Cut Film Hangers 4x5	.99	.69
6" all metal Trimmer	1.98	.98
Foot Switch	5.95	4.19
BFI Chemicals 7 Minute Processing Kit	23.75	19.80
Arkay 16x20 Lordmaster Print Washer	89.50	66.95

Ultra-High-Speed 8mm wide angle

6.5mm f1.2 focusing list $89.50

Special New **$53.97**

For Revere, Keystone, B&H134 TA, others.

Airequipt mags

List 2.25 our price **1.48** same for Argus

135mm f2.8 Pre-set lens,

for Exakta, Exa, Pentacon, Contax Std, Praktica—

5 elements, ctd, color corrected: Extreme sharpness, High resolving Power—

List $89.95, cost you **$43.50**

Exposure Meters

	New List	New Special
Norwood M2	32.50	16.95
Weston II 735	32.50	16.95
DeJur Dual Prof.	29.95	17.95
Bewi-Auto	29.95	17.95
Alpex Clipon	12.95	6.95
Alpex, w/c, chain	9.95	5.95
GE Guardian	34.50	24.95
GE Dynacel	7.95	5.92
GE PR1	32.50	19.90
Seconic Leader	8.45	6.95
Seconic Cell	3.95	2.95
Seconic Compeo	9.95	7.49

300 watt Famous Make #777

w/case/ auto aireqt. chgr. 2x2. Blower cooled—

Special new **$38.95**

NEW list $69.95

Hi-Fi Splice Free Sound Plastic Recording Tape—

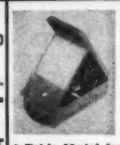
7" reel 1200'. List $5.50 Our Price **$1.75**

5" reel 600'. List $3.50 Our Price **$1.24**

Premier Prof. Titler M2	37.50	25.49
Access. Kit for M2	12.50	8.75
Title Set #673	6.95	4.17
Opta-vue w/case 2x2	9.95	7.21
Marshall Oil Sets		
Student Set	2.95	2.37
Academy	5.40	4.15
Master	13.95	10.37
Aireq auto chgr.	14.95	10.95

BELL & HOWELL, TDC New Latest Models

	List	New Sale
B&H 134TA f1.9	169.95	129.25
B&H 252B	59.95	41.97
B&H 172B Reg. f2.5	134.95	109.33
B&H 172A Tur. f1.9	199.95	149.50
B&H Electric Eye 200 EE	299.95	229.50
B&H 200 EE Case	30.00	21.97
B&H 70 DR. f1.9	385.50	306.50
B&H 253 Proj.	79.95	57.50
B&H 253AR Reverse and still	99.50	72.04
122 LR Regent	179.95	127.50
16mm Diplomat B&H	299.95	214.50
B&H 8D 385C	479.95	359.97
B&H 385SI SD	559.95	431.00
B&H 302C Optic SD	734.00	569.50
B&H 302SI SD	814.00	622.66
Stereotone B&H tape	249.50	179.80
Stereo Proj-o-view	144.50	109.50
Robomatic	149.50	119.70
Headliner 303 w/case	59.50	43.97
TDC Model D w/air case	79.50	56.50
Streamliner 500 w/case	89.50	67.50



NEW C. O. C. PROJECTION VIEWER

ONLY **$24.92** including Field-case

- Table Model for 2x2 Slides
- Self contained projection-viewing system
- 6x6" viewing area, opalescent screen built into case
- Smooth operating automatic changer
- Capacity 36 paper mounted 2x2 slides
- Focusing f3.5 projection lens
- Double condenser system, even illumination
- Metal case for maximum protection and portability
- Operates on 110 Volts-AC DC 50 Watt lamp
- Regular $37.95
- Heavy Duty Field Case

New wide angle or telephoto lens for Contaflex I, II, Polaroid, Contessa, Argus c3, Signet, Kodak 35 RF—Other cameras write

list 21.50 Your cost **11.97**

Free case with each order

Wide angle or telephoto lens for Rolleiflex F3.5 or other series VI cameras, your cost with case $17.21

PENTACON SINGLE-LENS REFLEX

With F.2 Biotar PreSet Lens

- Shutter speeds from 1 second to 1/1000
- Prismatic viewfinder
- Strobe and bulb synchronization
- Cpld. film transport

Reg. $249.95 New **139.50** w/case

w/F2 Auto-Westagon $149.50 w/case

135mm F3.5 Telephoto

For any Leica **49.50**

For Leica M3 ..... **59.50**

NOTICE

Giant Trade-in allowances. Write for discounts on Bell & Howell and Kodak. We beat every price on anything photographic.

TRIPODS on Special & Brand New

		Sale
STAR D CONQUEST (elevating type)	21.50	13.49
STAR D COMET (elevating type)	23.95	14.49
DELUXE TRIPOD CASE	5.95	1.95
Star D Cont Mark III	25.95	16.99

Brand New—Latest Nicca 3F w/f1.4 Nikker

Best Leica type camera made. Speeds 1 sec, to 1/500, FX synch, coupled clear view rangefinder

list $345.00 Special—Limited Offer **$189.50**

Case 9.90 Sync cord 2.40

F4.5 Westagon 100mm Telephoto Ctd. for Exakta list 44.50 **14.75**

AIREQUIPT MAGS	New $2.25	Our Price $1.48
Trays for Viewlex Changer	1.50	.42
Trays for Revere Automatic Proj.	1.45	.79
Trays for TDC Economy	1.00	.49
Case (holds 30 Airequipt mags)	15.95	6.95
Case (holds 12 Airequipt mags)	9.50	3.95
Case (holds 12 Revere mags)	11.95	5.49
Case (holds 30—8" LaBelle trays)	15.95	7.95
Case (holds 24 trays for Revere, TDC, Airequipt, Viewlex)	13.95	6.87

Golde Mark 5

w/case m/built in auto changer 87.50

500W 35mm. Your cost BRAND NEW **$49.50**

Stereo Realist f2.8 w/rangefinder

List $69.50 ..... new 49.25

Yashica "A" Reflex w/case

$35.95 List ..... new 26.49

Brand New! EXA 1956 Disc. Model

- Waist level finder
- 50mm standard f2.9 Meritar lens

list 89.50 **47.50**

case 5.97

Star D Slide Binders

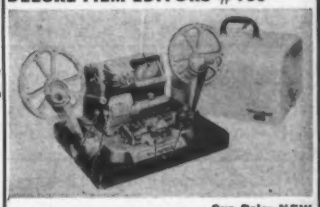
2x2 metal	List	Special
35mm (25)	1.95	1.47
35mm (50)	3.65	2.74
2¼x2¼ (25)	3.25	2.37
2¼x2¼ (50)	6.15	4.58
Leica glass	1.50	1.10

KODAK CAMERAS	BRAND	NEW
Pony 135C	36.50	28.00
Pony 135C Camera outfit	49.95	36.95
Pony 828	31.50	22.68
Signet 35	75.00	53.88
Signet 35 Camera outfit	91.45	66.45
Retina IIIC	190.00	116.50
Retina IIC	139.50	89.19
Stereo Outfit	97.25	67.40
Stereo camera	84.50	60.55
Signet 40 w/flash	69.00	49.95

CINE KODAK MOVIE CAMERAS

8mm f2.7 Model 2	29.95	22.36
8mm f2.8 Model 2	37.50	27.69
8mm f1.9 Model 2	46.50	34.25
8mm f1.9 Turret	79.50	58.70
Medallion f1.9 Mag.	144.50	89.21
Royal f1.9 Mag.	189.50	142.50
K-100 16mm f1.9	279.00	210.45
K-100 16mm f1.9 Turret	315.00	241.38
CINE-KODAK SPECIAL II w/f1.4, w/100 ft. Chamb.	1345.00	1110.00
Same w/200 ft. Chamb.	1545.00	1265.00
CINE-KODAK SPECIAL II w/f1.9 w/100 ft. Chamb.	1275.00	1060.00
Same w/200 ft. Chamb.	1475.00	1199.00
Kodascope Analyst II 16mm	365.00	276.00
Kodascope Pageant Sound	459.00	359.00
Kodascope Magnetic Optical sound, MK4	795.00	595.00
Retina Curtar 35mm f5.6	62.50	44.50
Retina Longar 80mm f4	82.50	59.75
Retina Close-up kit, B	43.50	33.79
Retina 35-80 FDR	17.50	13.43
Retina 50-80 RDR	8.75	7.28
Dir Pos Dev. Outfit	....	2.98
Kodak Self Timer w/cable release	5.75	4.35
KODAK 8MM SHOWTIME —/case	115.00	83.75

NEW! MANSFIELD PORTABLE DELUXE FILM EDITORS #950



	Our Price NEW
8mm Editor—Complete w/case List $45.00 #950 w/focus	$25.49
16mm Editor—Complete w/case List $49.50 w/focus	$32.50
8mm Editor—Complete but No Case. Special, no Focus Knob Same for 16mm $21.95	$19.97

Mohawk Midgetape Pocket Recorder

Battery operated 3⅞" in width, 8½" in length, lightweight. 1 hour recording. A must for business execs., sales managers, reporters, radio, TV, on-the-spot interviews, insurance investigators, etc. Free Literature.

Trade-ins accepted.

List $249.50 SPECIAL L.N. **$149.70**

incl. bat. mike, earphone & tape.

Send for free Brochure.

MODEL 2700 Superpod

Geared for quick action raising and lowering

Extra 90 Degree tilt on panhead

Ball Level on tripod

Ratchet to prevent camera from falling

Degree marks for vertical pictures

Adjustable camera screw

$11.97 Case list 5.95 Special 1.95

ELECTRONIC FLASHGUN

Ultrablitz Expert IV	69.95 39.95
Ultrablitz Matador	99.95 59.50
—ALL BRAND NEW—ALL LATEST MODELS—	
Braun Hobby Standard L.N.	39.50
Braun Hobby Automatic L.N.	72.50

University Camera STORES

761 BROADWAY, N.Y.3, N.Y.
8th St. & B'way — GR 5-2544
Include approximate postage, overage refunded

Orders under $5.00— 50¢ handling charge SEND FOR FREE N-6 CATALOGUE

BIG SAVINGS AT CENTRAL CAMERA COMPANY

Midwest's Most Complete Photographic Store since 1899

SPECIAL NET PRICES

SPECIAL PRICES ARE GIVEN WHEREVER POSSIBLE. Our large volume enables us to offer our merchandise at the lowest possible prices consistent with service and Central'S Guarantee's.

IF IT'S PHOTOGRAPHIC, WE HAVE IT

WE CARRY A COMPLETE LINE of all of the finest and best values in foriegn and domestic merchandise.

4 WAYS TO BUY

CASH---30 DAY CHARGE---BUDGET---LAYAWAY---

CENTRAL'S Quotation Form

USE THIS QUOTATION FORM to get Central's Money Saving quotation on the merchandise you are interested in purchasing.

I AM INTERESTED IN:

I HAVE TO TRADE:

Name.....

Address.....

City.....Zone.....State.....

☐ Send FREE CENTRAL BARGAIN BOOK

CENTRAL'S MONEY-BACK GUARANTEE

If for any reason you are dissatisfied with any article purchased from us after a trial of 10 days, we expect you to return it to us. We will then exchange it for exactly what you want or refund your money.

Come in or order by mail

CENTRAL CAMERA COMPANY

PHOTOGRAPHIC HEADQUARTERS SINCE 1899

Dept. M6D 230 S. WABASH AVE. • CHICAGO 4, ILLINOIS

DISCOVERY

(Continued from page 83)

startling visual contrast to the black coat where detail has been eliminated by exposure for the overall scene. And the blurred sand, where the dog moved its left foot so quickly that the motion was not stopped by the shutter speed, gives the animal an odd little shuffle.

What sets the creative photographer apart from the roaring mill of snapshooters is that his pictures transmit his ideas directly. And these should be clear in his mind before an exposure is even made. That clarification includes his approach to the situation—what he will bring to it, artistically and technically, to give it original form and overtones of meaning. The clarification is not necessarily complete with every exposure, of course. For there are the factors of film processing, printing, and cropping the final print which can alter the factual event that occurred when the shutter was fired. Yet experience of past picture-making, plus foresight—and yes, hope—do combine in a kind of photographic Gestalt. When these forces interact, a different picture is born.

Originality without obscurity is Aaron Ehrlich's business. A highly trained and experienced painter, designer, art director, he has been close to the form-idea combine for many years. In television, where he works professionally as Production Consultant for Edward Murrow's "Person to Person" show, visual form *must* come across to the audience. Ehrlich's "picture window" device, the show's trademark, which is the technique of interviewing people at remote places and making them appear on the spot with Murrow, is a case in point. In visualizing the idea in detail, Ehrlich had a running start on its invention and perfection.

A greying, high-strung veteran of TV, Ehrlich, a New Yorker, still paints and does free-lance design when time permits. And he constantly takes pictures even when time does not permit. Though photography is something of an obsession, he regards the camera as a functional tool (rather than a fetish) with which he can work out his prolific ideas. Consisting of a Rolleiflex (which he uses only occasionally) and a Canon V (which is usually with him), Ehrlich's gear, as he calls it, is simple. He has not yet acquired the usual clutter of accessory equipment, and probably won't.

As to processing, films and negatives are reluctantly sent out to a professional lab. Reluctantly, because he knows only too well the importance of working closely with the picture from exposure to final print. If, in the frenzied world of television, time ever permits, he intends to set up complete darkroom facilities. There, at first hand, he will follow each new idea to perfection.—D. J.

UNBELIEVABLE VALUES

DEVELOPING SERVICE AVAILABLE

100′ 16mm B&W.....$1.25
8mm 25′ double..... .60

35mm COLOR FILM

Available in ANSCO TUNGSTEN 35mmx100′ $22.00

Available in TUNGSTEN or DAYLIGHT AERO EKTACHROME — DAYLIGHT SPEED—100 ASA 20 exp. rolls, including processing. $1.50 (3 for $4.25)

20 exp. rolls INDOOR ANSCO COLOR $1.00 (3 for $2.75)

AERO EKTACHROME CHEMICALS—1½ gal. $2.95

35mm BLACK & WHITE BULK

ANSCO FINOPAN $1.25 (Weston 24) Kodak Super X or Double X.....$1.40

ACCESSORIES

FILM DRIERS—good for paper and films only $1.50

CHEMICAL KITS—D88, one gallon size good for reversal or straight B&W processing—for paper & film. In powder form $1.25

(Include postage)

8mm 200 ft. reels—3 for 1.00
8mm 200 ft. cans—3 for 1.00
16mm 400 ft. reels—3 for 1.00
16mm 400 ft. cans—4 for 1.00
100′ 16mm camera spools..... .25
16mm empty magazines..... .75
8mm empty magazines..... .75

PHOTOGRAPHIC CONTACT PAPER

Eastman Kodak SW Semi-matte—Contrast #4 100 sheets per box, 10x10.....$2.50

ANSCO COLOR IN BULK

16mm—4c per ft.....min. order 50 ft.
8mm—25 ft. on camera spools....$1.25
100′ 8mm $5.00
(Processing not included)

16mm 100 ft. Kodachrome processed free by Eastman Kodak $4.95

CLEARANCE SALE

CARTOONS APPROX. 400′
AVAILABLE IN SOUND OR SILENT

$4.95

For Home Use Only

SPECIAL OFFERING in 8mm & 16mm COLOR SUBJECTS

(CARTOONS AND FAIRY STORIES)

50 ft. 8mm $2.00
200 ft. 8mm 7.50
100 ft. 16mm 5.00
400 ft. 16mm (silent) 20.00
400 ft. 16mm (sound) 25.00

ANSCO COLOR FILM WITH PROCESSING

8mm 25′ dbl. roll $2.25
8mm 25′ dbl. mag 2.75
16mm 100′ available in both sound or silent..... 5.00
16mm 50′ magazine..... 3.50

ANSCO MOVIE FILM BLACK AND WHITE WITH PROCESSING

8mm 25′ dbl. roll $1.15
8mm 25′ dbl. mag 1.75
16mm 100′ available in both sound or silent..... 2.50
16mm 50′ magazine..... 1.90

SPECIAL OFFERING IN 8mm AND 16mm COLOR SUBJECTS

(CARTOONS AND FAIRY STORIES) COLOR

50 ft. 8mm $2.00
200 ft. 8mm 7.50
100 ft. 16mm 5.00
400 ft. 16mm (silent) 20.00
400 ft. 16mm (sound) 25.00

SPECIAL OFFERING IN 8mm AND 16mm SUBJECTS

(CARTOONS AND FAIRY STORIES) BLACK AND WHITE

50 ft. 8mm $1.00
200 ft. 8mm 3.50
100 ft. 16mm 2.00
400 ft. 16mm (silent) 7.50
400 ft. 16mm (sound) 10.00

MOVIE FILM SPECIAL

100′ 8mm double
Packed on 4 Camera spools 25′.. 1.79
processing not included

ROLL FILM

#127, 120, 620, 116, 616
Black & White, 10 for.....$1.95
120 & 620 color.....75c a roll
35mm 20 exp. Black & White 25c
35mm 36 exp. Black & White 49c
AERO EKTACHROME #120 and #620
Weston 40.....3 for $2.85

35mm BLACK & WHITE BULK 100 FT.
EKTACHROME 20 exp. $1.00
Super X or Double X and Plus X—$1.40

BULK MOVIE FILM 8mm or 16mm

1500′ (30 50′ rolls) $11.50 16mm
50′ rolls .45, 8mm & 16mm
100′ rolls .90, 8mm & 16mm
1350′ (25′ rolls) $9.95 16mm
400′ rolls $3.60 8mm & 16mm
(this is a fine grain)

PANCHROMATIC REVERSAL FILM
Processing not included

SOUND MACHINE BELL and HOWELL VICTOR

our price $149.00

AVAILABLE IN 8mm and 16mm

THE FOLLOWING FULL VERSION REELS

The 8mm is approximately 200 ft. and 16mm approx. 400 ft. each reel.

Charlie Chaplin Comedies— 1 reelers— NEW JANITOR! MABEL'S BUSY DAY, FILM JOHNNY, BETWEEN SHOWERS, CAUGHT IN THE RAIN, HIS NEW PROFESSION.— **2 reelers**—IN THE BAND, NITE AT THE SHOW, THE CHAMPION, THE TRAMP, HIS NIGHT OUT, DOUGH AND DYNAMITE. The price for silent is $10.00 per reel and for sound $12.50 per reel. 8mm $5.00 per reel.

MACK SENNETT BATHING BEAUTIES— one-reelers $10.00 per reel and $20.00 for two-reelers. Full version approx. 400 ft. 16mm each. 8mm $5.00 per reel.

GRANTLAND RICE SPORTS— available in 8mm approx. 200 ft. each and 400 ft. approx. Price 16mm $10.00 silent and $12.50 sound. 8mm $5.00 per reel. RUNNING THE SCALES, SPORT AFLOAT? GRIDIRON GLORY, BULLS EYE, SUN AND SNOW, SELF DEFENSE, MONARCHS OF THE FIELD, SON OF SWAT.

HAL ROACH COMEDIES— Snub Pollard & other famous stars, full version—available in 8mm approx. 200 ft. $5.00 per reel—16mm $10.00 silent per reel and $12.50 sound. Approx. 400 ft.

ORIGINAL OUR GANG COMEDIES— available in 8mm and 16mm $5.00 for 8mm approx. 200 ft. $10.00 per reel for 16mm silent approx. 400 ft. per reel—available in 1 and two reelers.

OPEN EVENINGS TILL 7. ALSO OPEN SATURDAYS.

PLEASE VISIT OUR STORE. DON'T FORGET TO INCLUDE POSTAGE.

ASTRA PHOTO PRODUCTS

243 WEST 55TH STREET
NEW YORK 19, N. Y.

RITZ
CAMERA CENTERS

NO FAIR TRADE LAW
IN WASHINGTON D. C.

"BUY-BY-MAIL"
From the Nation's Capital

DISCOUNTS
SAVE! BRAND NEW!
Original Factory Cartons and Guarantees

35MM CAMERAS AND LENSES

Reg. 165.00 Retina 111C, Camera, f:2 with U.S.A. Kodak guarantee 129.95
Reg 125.00 Retina 11C, Camera f:2.8 with U.S.A. Kodak guarantee. 97.50
Reg. 13.50 Retina 111C Leather Case 10.00
Reg. 55.00 Retina Curtar Lens 35mm f:5.6 ... 43.50
Reg. 75.00 Retina Longar Lens 80mm f:4 .... 58.50
Reg. 14.50 Retina 35-80 Optical Finder 11.45
Reg. 33.75 Kodak Pony 135C Camera f:3.5 ... 26.95
Reg. 75.00 Kodak Signet Camera f:3.5 ..... 59.50
Reg. 65.00 Signet 40 Camera f:3.5 and Flash. 51.50
Reg. 89.50 Graphic 35 Camera f:3.5, Case, Flash 67.50
Reg. 99.50 Graphic 35 Camera f:2.8, Case, Flash 75.00
Reg. 119.50 Ansco Super Memar f:2 ..... 94.50

EXPOSURE METERS

Reg. 27.50 General Electric PR-1 ..... 19.95
Reg. 34.50 G.E. Guardian w/Case 25.95
Reg. 14.95 General Electric Mascot 11.95
Reg. 32.50 Weston Master III 23.50
Reg. 16.95 Weston DR w/Case 12.95
Reg. 32.95 Norwood Director M-2 ..... 21.95

SLIDE PROJECTORS

Reg. 84.50 A.O. Executive 500W, Blower, Case 64.50
Reg. 59.50 Kodak Signet 300W, Blower 45.00
Reg. 72.50 Kodak Signet 500W, Blower 54.95
Reg. 64.95 Brumberger 2¼ sq. 300W, Blower, Case 52.50
Reg. 99.75 Constellation w/Auto. Changer & Timer 74.95
Reg. 89.75 Constellation w/Auto. Changer & Remote 67.95
Reg. 67.75 Constellation w/Auto. Changer 50.95

MOVIE CAMERAS

Reg. 29.95 Borwnie Movie f:2.7 23.95
Reg. 37.50 Brownie Movie f:2.3 29.50
Reg. 44.50 Brownie Movie f:1.9 32.95
Reg. 79.50 Brownie Turret f:1.9 62.50
Reg. 129.50 Kodak Medallion f:1.9 ..... 97.50
Reg. 1195.00 Cine Kodak II, f:1.9 ..... 875.00
Reg. 279.00 Kodak K-100, f:1.9 210.00
Reg. 315.00 Cine Kodak K-100 Turret, f:1.9 ..239.50
Reg. 59.95 Keystone Capri K-25, f:1.9 ..... 47.95
Reg. 110.00 Keystone K-28A Turret f:1.9 Tele Lens 87.50
Reg. 99.95 K-33X f:2.5 w/meter 79.95
Reg. 109.95 Keystone K-42X f:2.5 w/meter .. 87.95

MOVIE PROJECTORS

Reg. 62.00 Brownie 300W Projector 46.50
Reg. 74.50 Brownie 500W Projector 55.00
Reg. 115.00 Kodak Showtime 8mm Projector 500W, f:1.6 85.00
Reg. 459.00 Kodascope Pageant Sound Projector 345.00
Reg. 275.00 Kodascope Royal Projector 750W, 16mm 200.00
Reg. 74.95 Keystone K-75, 500W Proj. w/case 59.95
Reg. 99.95 Keystone K-100, 500W Proj. w/case 79.95
Reg. 149.50 Keystone K-105, 750W Proj. w/case 119.95
Reg. 169.50 Keystone K-109, 750W Proj. w/Case 134.95
Reg. 154.50 DeJur w/Magna Vision Proj. Lens. 121.95

ANSCOCHROME
Original Ansco Package—Guaranteed Fresh Dating

	Reg.	Sale
3 rolls 35mm Anscochrome 20 exp.	5.55	4.70
3 rolls 120 or 620 Anscochrome	3.75	3.15
1 pkg. 35mm Anscochrome Easy-Loader..	9.95	8.45

24 HOUR DISCOUNT QUOTATIONS

WRITE FOR DISCOUNT QUOTATIONS ON ITEMS NOT LISTED

You save by buying from our Washington, D. C., Mail Order Department where minimum Fair Trade resale prices do not apply. Please include check or money order for full amount plus estimated postage. Fair Trade items at reduced prices are available only on a remittance-with-order basis, from Washington, D. C. These offers are valid only in states where such offers are not expressly prohibited.

"For Personalized Service"
Send your order or inquiry to:
BOB RITZ
618 12th St. N.W., Washington 5, D. C.
30 DAY MONEY BACK GUARANTEE

the YOUNG photographer

by HARRY A. GOLDSTEIN, APSA

Play ball through the viewfinder —some suggestions for catching action on the baseball diamond.

The pitcher unwinds and the ball flies from his hand. The batter swings at the white streak. There is a sharp sound of wood meeting ball, and he is off like the wind toward first base. In the meantime, the ball is thrown to the first baseman. Both the ball and the batter race toward the base. Was he safe or out? Your camera can hold the answer.

Taking good baseball pictures is not difficult, if you follow certain procedures and are alert at all times. Go back for a moment to the play you just read about. To the impartial photographer, it doesn't really matter if the man was safe or out. The main point is: did he catch on film the excitement and the close race between the man and the ball on their way to first base?

Good pictures can be taken at any point on the baseball diamond; however, some points see more action than others. At first base more exciting moments will occur than at any other place. The next most important spot is third base, then home plate.

Make sure you have insurance

The baseball photographer can never tell at the start of the game if it is going to be a pitcher's battle or if the batters are going to have a holiday. Hence, the first thing he does is to obtain a few "insurance pictures." These are pictures he can use if he doesn't get anything worth while from the game. A good example is a picture of coach and pitcher talking together. Or a photograph of the leading batter of either team swinging his bat at the ball. Some very unusual pictures have been taken as ball and bat met. If you are quick, and have a camera that both advances the film and cocks the shutter, you may even get a second picture as the batter drops his bat and starts to run.

If the batter hits right handed, select a spot behind the screen about 20 feet away on the side toward first base. Remember, a baseball game can be not only exciting, but dangerous. In fact, safety is an important consideration in taking good baseball pictures. Never take a chance by standing in a spot where you are in a direct line behind a baseman.

Action—diamond and darkroom

Before going on to cover the other parts of the baseball diamond, let us talk about how to take baseball action pictures. You have a choice of panning with your camera to catch the action of baseball or runner, or you can hold it steady and shoot straight. Try both techniques. Not too many plays are so close that you will catch the runner making his last step and the ball just at the tip of the first baseman's glove. Try to get the really close plays; however, if your negative shows the runner just about to step on the base and the ball is not on the negative, do not throw that negative away! It can often be made into an exciting picture just by introducing a ball a few inches away from the first baseman's glove. This can be done quite easily in various ways. Some professional photographers use a soft lead pencil and draw a spot on the enlarging paper. After the exposure has been made, rub off the pencil marks with your finger while the photograph is developing.

Another way is to use the red dye called New Coccine, an Ansco product. Just put a small spot of this dye on your negative and enlarge as usual. If you do not want to invest in New Coccine, you can use the red-orange dye powder that comes with oleomargarine. Dilute this powder in small bottles of various strengths.

The easiest way to introduce a ball into your picture is to get a small hand punch. Cut a hole out of paper and use the small cutout circle in the proper spot on your enlargement. Keep your picture accurate and true. If the runner was safe, do not make a photograph with the ball just inches from the glove and the runner a stride away from the base!

To take high-speed action photos in baseball, use the fastest speed on your camera. We shoot baseball action photos at 1/1000 sec. at f/8. We use a high-speed film with an exposure index of 200 daylight, 160 tungsten. As most of the action is more than 25 feet away, we use no flashbulbs or electronic flash as fill-in light. In order to bring out the shadow detail of the picture, we use New Coccine red dye on the shadows in the negative. I strongly recommend that you buy a bottle of New Coccine.

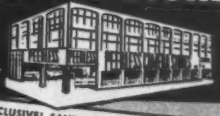
(Continued on page 120)

ONLY 10% DOWN BUYS EVERYTHING PEERLESS OFFERS AT NO INCREASE IN OUR LOW PRICES!

Peerless Camera

415 LEXINGTON Ave. at 43rd St.
NEW YORK 17, N. Y. • MUrray Hill 7-1000

AMERICA'S GREATEST PHOTO STORE!



SPECIAL! SAVE $29.05! BRAND NEW!

B&H-TDC 'SHOWPAK'

• Brilliant 300-Watt, 2x2 Slide Projector • DeLuxe Carrying Case • Semimatic Changer

List $61.00! All For Only— **31.95**

• 300-Watt Lamp • Powerful Blower Cooling System • Color-Corrected 4" Coated Lens • Smooth, Positive Focusing Action • Positive Tilt Control • Sturdy, All-Metal

SPECIAL! SAVE $307.85! BRAND NEW!

35mm Canon-VT Outfit

• Camera with f2 Crd. Taylor Hobson Cooke Lens • Kodak BC Ektalux Flashgun • Brockway M-3 Exposure Meter • Series VI Filter Kit

List $508.85! **201.00**

• Synchronized for Flash and Strobe • Shutter Speeds 1 to 1/1000 • Trigger Action Film Advance • Coupled Rangefinder • Tri-Position Viewfinder

SPECIAL! SAVE $16.00! BRAND NEW!

NORWOOD Color-Matic

Compact Exposure Meter For Stills and Cine!

• ASA Calibrated • For Both Color & Black-and-White • Simple to Use • Discontinued

16.95 List $32.95!

OTHER BRAND NEW EXPOSURE METERS! Weston Master II....List $31.50 . . 18.75 Norwood Model M3 . . List $16.95 . . 9.95

Don't Miss Out! Order Today!

EXCLUSIVE! SAVE $32.00! BRAND NEW!

Classic '35' Outfit

35mm Camera • De Luxe Case • Flashgun

Value $51.95! Now Only!— **19.95**

• Precision German-Import • Needle-Sharp f2.9 Coated Triplan Lens • Built-in Flash Synchronization • Nine Shutter Speeds • Double Exposure Prevention • All-Metal

EXCLUSIVE! SAVE $59.55! BRAND NEW!

PEERTONE TAPE RECORDER

Hi-Fi Model Complete With Microphone, Deluxe Case and Roll of Pre-Recorded Tape!

List $139.50! Now Only— **79.95**

• Two-Speed, Dual-Track Operation • Two Big High-Fidelity Speakers • Radio-TV-Phono Input Jacks • Neon Recording Level Indicator • Fast Forward and Rewind Speeds

SPECIAL! SAVE $35.80! BRAND NEW!

KODAK Bantam-RF

Coupled Rangefinder Camera With f3.9 Coated Kodak Ektanon Lens!

Orig. List $59.75! Only— **23.95**

• Coupled Rangefinder • Built-in Flash Synchronization • Wide Range of Shutter Speeds to 1/300 • Double Exposure Prevention • Uses Economical 828 Roll Film

SPECIAL BUY! SAVE $214.70! BRAND NEW!

35mm LEICA III F

With Super-Fast f2 Coated Summitar Lens!

List $384.20! **169.50**

• Synchronized for Flash & Strobe • Shutter Speeds 1 to 1/1000 • Built-in Coupled Rangefinder • Self-Timer • Auto. Shutter Cocking and Film Advance • Disc.

SIZZLING BUY! SAVE $80.00! LIKE NEW!

BELL & HOWELL Regent

8mm Projector With Case!

List $159.95! **79.95**

• Brilliant 500-Watt Lamp • Blower Cooling System • f1.6 Coated Lens • Single Frame Device • Fast Motor Rewind

SIZZLING BUY! SAVE $100.55! BRAND NEW!

KODAK 620 CHEVRON

With Sharp f3.5 Coated Ektar Lens!

List $198.50! **97.95**

• Synchronized for Flash & Strobe • Coupled Rangefinder • Speeds to 1/800 • Automatic Exposure Counter • Uses Economical 620 Roll Film

SPECIAL BUY! SAVE $62.55! BRAND NEW!

Kin-Dar Stereo Camera

With Coupled RF and f3.5 Crd. Lens!

List $99.50! Now Only— **36.95**

• Synchronized for Flash and Strobe • Fold-Away Rapid Rewind Crank • Automatic Shutter Cocking • All-Metal Body • Double Exposure Prevention

PEERLESS SPECIAL! BRAND NEW! LATEST

35mm AIRES III Camera

With f1.9 Crd. Lens! Coupled Rangefinder Full Flash Synchronization!

List Price $99.50! You Pay Only— **54.00**

. . . and Your 35mm or Reflex Camera. Subject to Inspection!

EXCLUSIVE! SAVE $29.05! BRAND NEW!

TESTRITE ENLARGER

Model 711 for Negatives 35mm-2¼x3¼! With 3½" f4.5 Coated Lens!

List $59.00! Now Only— **29.95**

• Adjustable Copy Arm • Red Filter • Cool Lamphouse • Smooth Focus • Horizontal Projection • Compact

EXCLUSIVE! SAVE $104.55! BRAND NEW!

RIVAL '35' REFLEX

With Fast f1.9 Coated PRE-SET Mayer!

A $169.50 Value! **64.95**

• German-Import • Synchronized for Flash and Strobe • Speeds to 1/500 • Automatic Film Transport and Shutter Cocking • Interchangeable Lenses

PEERLESS SPECIAL! BRAND NEW! FAMOUS

Automatic ROLLEIFLEX

MXV-Model with f3.5 Coated Tessar! Cross-Cpled! With Carry Case!

List Price $219.50! You Pay Only— **98.50**

. . . and Your Rolleicord Camera or Equal! Subject to Inspection!

PEERLESS SPECIAL! SAVE $39.55! LIKE NEW!

ARGUS C-3 OUTFIT

35mm Camera • DeLuxe Case • Flashgun

List $69.50! **29.95**

• f3.5 Coated Lens • Built-in Flash Synchronization • Coupled Rangefinder • Speeds to 1/300 • Automatic Frame Counter

SPECIAL VALUE! SAVE $53.80! LIKE NEW!

POLAROID '95' Camera

With Built-in Synch. & Coated Lens!

List $89.75! Now Only— **35.95**

• Single-Dial Lens and Shutter Setting • Uses New Low Cost Film • Optical Viewfinder • Takes Eight Big 3¼x4¼" Prints

SPECIAL VALUE! SAVE $47.55! LIKE NEW!

MINOLTA AUTOCORD

Automatic Twin-Lens Reflex!

List $99.50 Now Only— **51.95**

• f3.5 Coated Lens • MX-Flash Synchronization • Delayed-Action Self-Timer • Automatic Film Transport & Shutter Cocking

PEERLESS SPECIAL! BRAND NEW! LATEST!

B&H 'ROBOMATIC'

Automatic 2x2 Slide Projector! 500-Watts! Automatic Timer! Complete With Case!

List $149.50! You Pay Only— **84.00**

. . . and Your Slide Projector SUBJECT TO INSPECTION!

EXCLUSIVE! SAVE $152.55! BRAND NEW!

Hexacon '35' REFLEX

With f2.8 Coated PRE-SET Hexator Lens!

Usually $229.50! Now Only— **76.95**

German-Import • Synchronized for Flash and Strobe • Speeds 1 to 1/1000 • Self-Timer • Interchangeable Lenses

Other Brand New Hexacon '35' Savings:
WITH f2.8 COATED PRE-SET TESSAR ....Usually $299.75.. **89.95**
WITH "1 COATED PRE-SET C.Z. JENA ..Usually $359.00.. **109.95**

EXCLUSIVE! BRAND NEW! IMPORTED

HAMBLETONIAN Prism BINOCULARS

With Leather Case and Straps!

7 x 50 Indiv. Focus **19.49**

6x30. I.F.	Only 13.40
6x30. C.F.	Only 15.40
8x30. I.F.	Only 14.90
8x30. C.F.	Only 16.90
7x50. C.F.	Only 21.40
10x50. C.F.	Only 24.40
16x50. C.F.	Only 27.40

Add 10% Federal Excise Tax to Binocular Prices.

EXCLUSIVE! SAVE $57.55! BRAND NEW!

Peerflekta 'V' Reflex

German-Imported Twin-Lens Camera!

A $79.50 Value! Slashed to Only— **21.95**

• Made by One of Germany's Greatest Names • f3.5 Coated Lens • Synchronized for Flash & Strobe • Shutter Speeds to 1/300 • Self-Timer • Double Exposure Prevention • Body Release • All Metal

SPECIAL! SAVE $20.96! BRAND NEW!

Famous-Make SPEEDLITE

With Mounting Bracket and Synch. Cord!

List $33.91! Now Only— **12.95**

• Portable AC-Unit — Adaptable to Battery • 1/1000 Second Flash Duration • U.L. Approved • High Color Guide • Fast Recycle • G.E. Tube — Guaranteed for 10,000 Flashes

PEERLESS' All New, 1957 92-PAGE CATALOG

Just Off the Press! Bigger and Better Than Ever! Complete, Illustrated with Full Descriptions! You'll find the Greatest Array of: • Domestic and Imported Makes and Models • Thousands of Versatile Photographic Accessories • Current New & Used Prices • Peerless Exclusives & Special Purchases • Plus Tape Recorders, Binoculars, Audio Visual Equipment • Gift Ideas!

ORDER YOURS TODAY! ONLY 10¢ PER COPY! 25¢ BACK ON YOUR 1st PURCHASE!

PEERLESS SUPER BUYS!

Every Item Guaranteed One Full Year! Only A Partial List Of Great Buys . . . If You Don't See It—Write—We Have It!

FAMOUS 35mm CAMERAS

	New	Used
Kanica III, f2 c* RF	119.50	$ 62.95
Zeiss Contaflex II, f2.8c*	179.50	90.95
Exakta VX, f2 Auto Biotar*	336.95	183.95
Argus C-4, f2.8c*, Case & Gun	99.50	54.50
Leica M3, f2 Summicron*	447.00	279.50
Minox IIIS Miniature, f3.5c*	139.50	70.95

2¼x2¼ REFLEX CAMERAS

Rolleicord IV, f3.5 Xenar*	134.55	$ 53.95
Auto Rolleiflex, f2.8 Xenotar*	289.50	178.95
Rolleicord V, f3.5 Xenar c*	124.55	67.50
Auto Rolleiflex, f3.5 Tessar*	249.50	100.95

8mm MOVIE CAMERAS

Bell & Howell 220, f2.5c	39.95	$ 18.50
Wollensak 28, Mag. f1.9c	139.50	62.95
Keystone K33, f2.5c	84.95	44.95
Bell & Howell 134TA, f1.9c	169.95	94.95

16mm MOVIE CAMERAS

	New	Used
Bell & Howell 70DL, f1.9c	369.50	$188.50
Cine Kodak Turret f1.9c	315.00	186.50
Pathe Super-16 Turret, f1.9c	515.50	208.95
Bell & Howell 200T, f1.9c	244.95	143.95
Cine Kodak Royal, f1.9c	179.50	90.95

8mm MOVIE PROJECTORS

B & H Monterey, 500-W. Case	79.95	$ 38.95
Revere 777, 750-W. Case	127.50	75.95
Keystone K100M, 500-W. Case	99.50	51.95
Revere P650, 500-W. Case	124.50	41.95

SLIDE PROJECTORS

Argus 300, 300-W. Case	62.50	$ 27.95
Revere 880, 500-W. Case	144.50	72.95
Revere 555, 500-W. Case	89.50	42.95
TDC Model D, 300-Watt Lamp	67.50	36.95
B & H Robomatic, 500-W	149.50	87.50
TDC Streamliner, 500-W.	79.95	44.95

Symbols: RF Coupled Rangefinder, c Coated, *Flash Shutter

Only 10% Down • EASY TERMS! Highest TRADE-IN ALLOWANCE

PEERLESS CAMERA STORES

415 Lexington Avenue
New York 17, N. Y.
Dept. M-6

☐ I WANT TO BUY_____
☐ I WANT TO TRADE_____
☐ Send New GIANT CATALOG. Enclosed find 10¢
Cash ☐ M.O. ☐ C.O.D. ☐
☐ Time Payment. 10% Down Enclosed.
NAME_____
ADDRESS_____
CITY/TOWN_____ STATE_____

MONEY-BACK GUARANTEE!

All Items Offered Subject to Prior Sale! The Supply of Some Items is Limited. Since Orders Are Filled in Sequence, Rush Your Mail Order in Today! Worthy Substitutions May Be Made, Unless We Are Advised to the Contrary! 10 Days Free Trial. 1 Full Year of Service! Add Shipping Costs. We'll Refund Every Cent Not Used! If you prefer C.O.D. Send 10% Deposit.

CONTENTS OF ADS COPYRIGHTED! PRICES SUBJECT TO CHANGE WITHOUT NOTICE!

SAVE MONEY! BUY DIRECT!

Camera Import Corporation is actually able to sell you the finest equipment below the price you would have to pay in the countries where they are made! Every brand and type camera, lens and accessory from Europe and Japan offered at savings that cannot be duplicated! No time payments, no fancy trimmings . . . just honest-to-goodness discounts and the highest trade-in allowances!

35mm Cameras, Reflex, Press, View and Folding Cameras, Enlargers, Over 10,000 Lenses Available. 8mm and 16mm Movie Cameras and Projectors, Slide Projectors, Screens, All Accessories Available.

WORLD'S FINEST EQUIPMENT—*at lowest prices!*

STILL CAMERAS

Agfa	
Automatic 66 f3.5	109.00
Ambi Silette f2.8	109.00
Silette L f3.5	90.50
Silette L f2	119.00
Ansco	
Memar f3.5	29.95
Super Memar f2	62.50
Super Memar f3.5	50.00
Super Regent f3.5	67.50
Super Speedex	80.50
Argus	
Argus C-3	54.50
Argus C-4	68.50
Argus C-44	79.00
Asahiflex f3.5	74.50
Asahiflex f2.4	98.00
Aires III f1.9	*
Boisey Jubilee f3.2	49.50
Canon IVS-2 f3.5	158.00
Canon V f1.8 L.N.	239.50
Canon V f1.1	395.00
Reflex Cameras	
ConSol f2	119.50
Pentacon f2	119.50
Pentacon f2.8	98.50
Pentacon P Fully Aut. f2	149.50
Pentacon PB fully aut. with exposure meter f2	189.50
Zeiss Cameras	
Contaflex f2.8	*
Contaflex II f2.8	*
Contaflex III f2.8	*
Contaflex IV	*
Contax IIA f2	*
Contax IIIA f1.5	*
Contax IIIA f1.1	*
Contina IIA f2.8	*
Edixa Cameras	
Edixa Reflex f2.8	99.50
Edixa Reflex f2	149.50
Edixa f2.8	38.75
Exakta VX	124.50
Exakta VX IIA	*
Exakta VX f2.9	147.00
Exakta 66 f2.8	195.00
Flexarette f3.5	29.00
Gami	289.50
Regula Gypsy f2.8	48.50
Hasselblad	289.50
Ikoflex Ib	74.50
Ikoflex Favorit	*
Kalloflex	89.50
Kodak Starao	62.50
Konica III	*
Leica IIIF f1.1	359.50
Leica IIIF f3.5	169.50
Leica IIIG f1.1	379.50
Leica M-3 f3.5	273.00
Leica M-3 f2	275.00
Leica M-3 f1.1	488.00
Leica IIIG f2	199.50
Linhof 23	*

Linhof 4x5	*
Lordomat f2.8	74.50
Lordomat f1.9	98.50
Lordomat C35 f2.8	*
Lordomat C35 f1.9	*
Minicord	99.50
Minolta A	*
Minolta Autocord	*
Minox IIIS LN	89.50
Neoca IIS f3.5	42.50
Nikon S-2 f1.1	399.50
Nikon S-2 f1.4 LN	239.50
Olympus f2.8	53.95
Pax M2 f3.5	37.40
Plaubel Makina f2.9	259.50
Polaroid 80	*
Polaroid 95	*
Polaroid 110	*
Kodak Cameras	
Pony 135 G	27.50
Signet 40 Outfit	49.50
Duoflex IV	12.95
Hawkeye Flash Set	11.40
Retina IIC	89.50
Retina IIIC	111.00
Retina Reflex	*
Praktica f2.8	57.50
Praktica f1.9	98.95
Praktina FX f2.8	*
Praktina FX 2	*
Ricoh 35	39.50
Ricoh 500	*
Super Ricoflex	22.85
Robot Royal 36	229.50
Rolleicord	83.50
Rolleiflex f3.5	142.25
Rolleiflex 2.8D	295.50
Rolleiflex 2.8E	*
Rolleiflex 3.5G	*
Samoca f3.5	22.50
Soligor 66	74.50
Speed Graphic 4x5 f4.7	189.50
Stereo Realist f3.5	98.00
Stereo Realist 45	66.50
Sup. Baldina f2.8	44.50
Super Paxette	54.50
Voigtlander	
Vitessa T f2.8	77.25
Vito B.L. f3.5	45.88
Vito IIA f3.5	27.25
Vitessa L f3.5	49.75
Vitessa L f2	79.75
Prominent f2	110.00
Prominent f1.5	135.00
Bessa II f3.5	79.75
Yashica A	22.95
Yashica C	34.95
Yashica MAT	*
Yashica LM	49.95
Leotax f2	179.50
Mamiya Super-16	22.95
Acon 35 f3.5	33.50

Minolta A2 f2.8	*
Kalimar B f2.8	33.00
Panon f2.8	300.00
MOVIE CAMERAS	
Bauer 88B f1.9	104.95
B & H 8mm f2.5	30.95
Brownie f2.7 lens	22.50
Brownie f2.3 lens	29.00
Brownie f1.9 lens	36.50
Turret Model f1.9	82.50
Keystone K-25 f2.5	37.50
Keystone K-33 f2.5	58.50
Keystone K-38 f2.5	69.95
Keystone K-42 f2.5	58.50
Keystone K-48 f2.5	84.00
Revere 88 f2.5	49.50
Revere 88 f1.9	68.50
MOVIE PROJECTORS	
B & H Sound Projector 285C	290.50
B & H Sound Projector 202C	479.50
300 Projector	48.50
500 Projector	56.00
DeJur 500 Proj.	52.50
DeJur 750 Proj.	109.50
DeJur 1000 Proj.	119.95
E.K. Medallion f1.9	97.50
Kodak K-100 f1.9	209.50
Kodak Royal f1.9	144.50
Kodascope Royal Projector	209.00
Kodascope Pageant Projector	399.00
Kodascope Sound Projector MKA	595.00
Revere 90X Proj.	79.50
Showtime 8 Proj.	88.00
SLIDE PROJECTORS	
300 W Argus Auto	49.95
300 W A.O. Auto.	39.50
500 W A.O. Exec.	58.50
300W Brumberger	45.50
500 W LaBelle 55	72.50
300 W Revere 553	52.95
500 W Revere 888	94.50
EXPOSURE METERS	
Auto Bewi Meter	19.95
Norwood Director	22.40
G.E. Guardian	25.50
G.E. PR 1	19.95
Kodalux Meter	19.95
Seconic Meter	6.50
Sixtomat Meter	19.95
Weston Master III	21.90

Up to 50% OFF on Bell & Howell, Revere, Keystone, DeJur, Bauer, Eumig, Movie cameras, lenses and accessories.

*Please write for free quotation.

LENSES

For LEICA, CANON, Tower, Leotax, Kardon, and Similar Cameras

25mm f3.5	$129.50	90mm f4	39.85
25mm f4	124.50	90mm f1.8	115.00
28mm f3.5	66.95	100mm f4	42.50
28mm f2.8	109.50	100mm f3.5	42.50
28mm f5.6	79.50	105mm f2.5	119.00
28mm f6.3	77.00	135mm f4	59.50
35mm f1.7	179.50	135mm f3.5	59.50
35mm f1.8	134.50	135mm f4	59.00
35mm f2	119.00	135mm f4.5	47.50
35mm f2.5	74.50	135mm f3.5	69.50
35mm f2.8	74.50	150mm f3.5	199.00
35mm f3.5	63.50	150mm f2.3	295.00
50mm f1.1	349.50	150mm f2.8	371.00
50mm f1.2	199.50	150mm f3.5	189.00
50mm f1.5	119.00	180mm f2.5	299.50
50mm f2	44.00	180mm f3.5	99.00
50mm f1.4	149.00	200mm f4.5	117.00
50mm f2.9	39.50	250mm f5.5	63.50
85mm f2	132.00	300mm f5.6	97.50
85mm f1.5	149.50	400mm f5	414.00
85mm f1.9	129.50	500mm f5	412.50
85mm f2.8	59.50	640mm f5	686.00
85mm f1.5	139.50	800mm f8	660.00
85mm f2.8	59.50	1000mm f6.3	637.00
90mm f2.5	79.00		

For Contax I, II, III, IIa, IIIa, Nikon S1, S2 and similar cameras

21mm f4.9	$149.50	135mm f3.5	101.25
25mm f4	127.00	135mm f3.8	76.40
28mm f3.5	112.00	135mm f4	109.50
35mm f2	139.00	150mm f1.8	371.25
35mm f2.8	105.00	150mm f2.3	306.25
35mm f1.8	139.00	150mm f3.5	66.95
35mm f3.5	67.00	180mm f2.5	310.00
50mm f1.1	349.50	180mm f2.8	546.00
50mm f1.4	119.00	250mm f4	343.00
50mm f1.5	79.50	300mm f4	346.25
50mm f2	85.50	300mm f5	183.75
50mm f2.8	49.50	300mm f5.6	112.45
50mm f3.5	46.50	400mm f5	175.00
75mm f1.5	131.00	400mm f5.6	174.95
85mm f1.5	224.00	500mm f5	486.25
85mm f2	124.50	500mm f6	426.25
85mm f4	79.50	600mm f5.6	521.25
90mm f3.5	83.75	640mm f5	686.25
105mm f2.5	114.50	800mm f5.5	717.00
125mm f2.5	149.95	1000mm f6.3	637.50

For EXAKTA, CONTAX D, PRAKTICA, Contax S, Canon, Exa, Praktina, Pentacon, Praktiflex, Rival Reflex, Hexagon, Hexagon Supreme, and similar Cameras.

33mm f3.5	$ 67.95	135mm f3.5	38.95
35mm f2.5	56.50	135mm f3.8	34.95
35mm f2.8	109.50	135mm f4	49.00
35mm f4.5	39.50	135mm f4.5	29.00
40mm f3.5	37.50	150mm f1.8	256.00
40mm f4.5	33.50	150mm f2.3	295.00
50mm f1.5	129.50	150mm f3.5	59.00
50mm f1.9	58.50	150mm f5.5	69.50
50mm f2	47.50	165mm f3.5	149.00
50mm f2.8	9.95	180mm f2.8	229.50
50mm f2.9	8.95	180mm f3.5	99.50
58mm f2	44.50	180mm f4.5	72.00
75mm f1.5	94.50	180mm f5.5	57.00
75mm f1.9	58.50	200mm f4.5	115.00
80mm f2	74.50	240mm f5.5	63.00
80mm f2.8	59.50	250mm f5.5	79.50
85mm f1.5	93.35	300mm f3.5	179.00
85mm f2	69.50	300mm f4	229.50
85mm f2.8	47.50	300mm f5	145.00
90mm f1.9	112.50	300mm f5.5	104.75
90mm f2.5	74.50	300mm f5.6	129.50
90mm f2.8	109.50	360mm f5.5	112.00
90mm f3.5	59.50	400mm f4.5	279.00
90mm f4	19.95	400mm f5	182.00
100mm f2.8	41.50	400mm f5.5	104.50
100mm f3.5	39.45	500mm f5	286.50
100mm f4.5	13.00	500mm f6	256.50
105mm f3.5	98.95	600mm f5	423.75
105mm f4.5	19.95	640mm f5	543.75
125mm f2	119.50	800mm f5	671.25
125mm f2.3	148.25	800mm f6.3	562.50
135mm f3.5	34.60	1000mm f6.3	650.00
135mm f2.8	112.50		

Send today for ANY camera, lens enlarger, projector or accessory!

Everything listed is BRAND NEW unless otherwise stated, fully guaranteed, both mechanically and optically. We sell all merchandise on a 15 day, full money back guarantee. 20% deposit is required on all C. O. D. shipments. Servicemen and Foreign orders welcome. Dealer inquiries invited. Quantity prices available.

CAMERA IMPORT CORPORATION • Dept. M6A • 521 Fifth Avenue, New York 17, N.Y.

I am interested in _____

I wish to trade _____

Please Mail FREE Quotation—No Obligation to Buy

NAME _____ ADDRESS _____

CITY _____ ZONE ____ STATE _____

YOUNG PHOTOGRAPHER

(Continued from page 118)

When covering the action at first or third base, choose a spot about 25 feet past the base going out toward the field. If the day is quite dark or cloudy, use your exposure meter. I like to take my readings off the grass. Do not guess your exposure; be sure.

Plays that show the runner sliding into third base are interesting. Also be alert to dash toward home plate.

Don't forget the grandstand

Take some pictures of the crowd. There is always someone in the crowd who yells, "Kill the umpire!" Take his picture, as he is usually a character and looks it!

In taking a picture of one of the players, have him pose in a position typical of what he does during the game. Have the sun at a 45-degree angle on his face, and a No. 25 or 5 flashbulb fill-in light on the camera. Most of our pictures of this type are taken at a distance of six feet and shot at f/32 at 1/200 sec. using a film with an exposure index of 200. We do not worry about graininess in our pictures for the simple reason that you cannot see grain in photographs that are published on newsprint.

In order to take a picture of the entire baseball team we place them in two rows, the first row sitting on a bench, and the second row standing behind them. The group is seated so that the sun strikes their faces at a 45-degree angle. We place a No. 2 or 22 flashbulb at a distance of 18 feet from the center of the group. Now when we take the picture the light from the flashbulb shines on one side of the ball players' faces as a fill-in light while the sun is illuminating the other side of their faces. This type of lighting is called synchro-sun and flash lighting, or balanced lighting.

Shooting baseball pictures at night would present approximately the same problems of exposure as shooting night football pictures. (See October 1956 column, "How to Cover Football Games.")

Outstanding new booklet

A booklet entitled "Extra-class Activities in Aviation, Photography, and Radio" has just come off the U. S. Government Printing Office press. This booklet, by an outstanding educator and leader in the field of photographic education, Mr. Willis C. Brown, specialist in secondary education of the U. S. Department of Health, Education and Welfare, is outstanding. In the section devoted to photography, you will find the answers to many of your questions. Send 25 cents to the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.—THE END

• *Mr. Goldstein invites your photographic inquiries. Write him c/o MODERN, 33 W. 60 St., New York 23, N. Y.*

MODERN PHOTOGRAPHY'S book store selections

for JUNE

We recommend the following books. If you want a title that is not shown, query us. We carry all photographic books in print.

115

1957 German Photographic Annual $7.50
The very best in German photography in an exquisite volume, with English translations. Linen bound, with cellophane covering. In the truest sense of a photographic annual, this superb gift item has both visual impact and thought provoking articles.

66 Contaflex Guide, *by W. D. Emanuel* **$1.75**

205 Perfect Color Transparencies
A 48 page guide on how to get best results with the new films. **$1.50**

79 35MM Photo Technique,
by H. S. Newcombe
One of the world's leading authorities on photography with the miniature camera has produced this classic on the subject. Over 80,000 sold! **$3.95**

61 How To Do Home Movie Tricks, *by J. Caunter* **$1.75**

62

Form And Figure
A collection of outstanding studies of the nude by Peter Basch. Size 9x12. 112 pages. Beautiful reproductions. Technical notes and comments by the photographer. Individual chapters on action, lighting, props, outdoor figure photography, etc. **$5.95**

737 How To Make 8mm Movies, *by N. Bau* **New Edition $1.95**

27 Photojournalism—Pictures For Magazines and Newspapers, *by Arthur Rothstein.*
Over 200 unusual, famous, and behind the scenes shots. 7x10. With complete text by "Look's" top technician. **$5.95**

327 Minox Guide, *by Emanuel* **$1.75**

196 Nikon Guide, *by Tydings* **$1.95**

268

Color Prints
by J. H. Coote
Color printing is now within the scope and facilities of many amateurs. This book clearly shows how anybody can make the best color prints by whatever suits him best. A Focal book. **$4.95**

123B The Family of Man
New Popular Edition: the great photographic exhibition created by Edward Steichen for the New York Museum of Modern Art, in one volume. Prologue by Carl Sandburg. Hardbound. **$2.95**

84 How To Pose The Model

W. Mortenson's famous book back, in a new dress, with new pictures, material. Universally acclaimed as the most valuable aid to photographers who work with the human head or figure. Tops in its field. **$4.95**

308 Exakta Handbook
by K. L. Allinson **$2.95**

307 Retina Manual
by E. S. Bombach **$8.95**

22 How To Take Photographs That Editors Will Buy,
by Ronald Spillman
Editors are prepared to pay money for photographs. Before checks can start rolling your way you must learn exactly what sort are required, and how you can produce them. This is a Focal book of know-how with many tricks of the trade previously undisclosed. 244 pages, 47 photos, 51 diagrams. **$3.95**

100 Pictures In A Minute,
by J. Wolbarst
A complete guide on the operation of the Polaroid Land camera, with illustrations by many famous photographers **$1.95** (cloth) **$3.95.**

163

How to Shoot for Glamour,
by Carl Bakal
Over 250 pictures by more than 40 top glamour photographers, such as Andre de Dienes, Peter Basch, Bernard of Hollywood, and others, with chapters on make-up, lighting, posing, etc. **$2.95**

Save Money On Books!
Join the MODERN PHOTOGRAPHY BOOK CLUB by just checking BC in the coupon. When you send in your book order you will get a membership number with your catalog which will automatically entitle you to savings on books you buy.

639 The Technique of Bird Photography, *by John Warham*
Did you ever want to "shoot" wild birds in their natural surroundings? If so, this is the book for you, a thoroughly practical training manual and reference work in the usual exhaustive Focal Press treatment, with all manners of sketches, diagrams, photos, 196 pages. **$4.95**

670 The Female Figure, *Mortenson* **$1.00**

642 Fritz Henle's Guide To Rollei Photography— *by Fritz Henle (with George B. Wright)*

A comprehensive guide to all phases of twin-lens photography, indoors and out, with additional chapters on action, portraits, color, photojournalism and industrial coverage. Latest film and development information. Over 250 illustrations, including 8 pages in color. 7½x10, 216 pages. **$6.75**

109 Home Movie Scripts,
by H. Provisor **$1.50**
Forty-four ready made scripts for amateur movie makers. Illustrated.

52 Contaflex Way,
by H. Freytag.
Brand new, exhaustive treatment in the usual Focal Press manner, by the famous author of Contax Way. All owners of this popular camera will get more from it with this book. **$4.50**

167 Where and How to Sell Your Pictures
A workaday bible for free lance photographers, including over 800 names, addresses and specifications from buyers of photographs. 3rd edition *By A. W. Ahlers* **$1.95**

IMPORTANT NEW ARRIVALS

114A

How To Shoot Weddings,
by Michael K. Arin
A highly successful specialist in this lucrative branch of photography tells you exactly how it is done. Step by step instructions and up to date methods. A complete book of successful practice in wedding photography. **$3.95**

387 The Anatomy of Nature,
by Andreas Feininger
160 pp., of photographs, 12"x9". Life's famous photographer has collected his best nature photos to illustrate the similarity of structure used by nature throughout the universe. In addition, a special section on the techniques of nature photography. **$5.95**

336 Color Techniques,
by Arthur Kramer **$1.95**

398 Stereo Photography,
by K. C. M. Symons
Covers the whole field of stereo, from simple work with ordinary cameras to the advanced technique used in projection. 224 pgs. A Focal Press book. **$5.00**

If coupon is clipped send order anyway to Modern's Book Store, 33 West 60th St., New York 23, N. Y.

Modern PHOTOGRAPHY Book Store
33 West 60th, New York 23, N. Y. **Amount Encl. $ _____**
In Canada: Visual Equipment Co., 146 Bates Rd., Montreal 8, Quebec (add 10% for Canadian shipments).
Please send me postpaid the books whose numbers I have circled.
I enclose ☐ Money Order ☐ Check ☐ Send C.O.D. ($1.00 deposit required Postage extra. Minimum C.O.D. order $5.00.)
115, 66, 205, 79, 61, 62, 737, 27, 327, 196, 268, 123B, 84, 308, 307, 22, 100, 163, 639, 670, 642, 109, 52, 167, 114A, 387, 336, 398, BC

Name_____
Address_____
City_____ **State**_____

6-57 ALL ORDERS ARE SHIPPED POSTPAID. Add 3% sales tax with orders for N. Y. City delivery; add 10% per title for delivery outside U.S.A., except APO's. Allow approximately two weeks for delivery. SATISFACTION GUARANTEED! If not satisfied return books within 5 days and money will be refunded.

fR® electronic flash only $54.95

Perfect for color outdoors — lightens darkest shadows for magazine cover quality slides! Operates anywhere on four D-size photo flash batteries or use it indoors on ordinary house current. Your dealer will gladly fit one to your camera.

THE FR CORPORATION • 951 Brook Avenue, New York 51, N.Y.

SEEN AT IPEX

(Continued from page 51)

Royal-X Pan Film: fast black-and-white film with exposure index of 2000 for 120 film, 4000 for 35mm (*Ways and Means*, page 35, this issue).

Super Anscochrome: transparency color film, available in 120 roll and 35mm sizes, with daylight exposure index of 100 (*Fastest Color Film Ever!*, page 68, this issue).

MISCELLANEOUS

Vertoscop: reversal viewer for seeing positive images from all size negatives to 2¼ x 3¼ (*Photokina Report*, Jan. 1957).

Keystone Slide Show Projector: semi-automatic slide projector with 5-in. f/3.5 lens, blue-green filter to eliminate blackouts between slides (*New Products*, Apr. 1957).

Primos Junior 35mm Autofocus Enlarger: automatic focusing for magnifications from 2 to 10 diameters; Cassar 50mm f/3.5 lens with click stops (*New Products*, May 1957).

Refractamatic 35 Negative Carrier: 35mm negative carrier with reservoir for Refractasil, a silicone liquid designed to render scratches on negatives invisible during enlargement (*New Products*, Mar. 1957).

Simmon Omega Electronic Variable Contrast Timer: device for use with Omega enlargers which automatically controls exposure when dial is set to desired contrast; for use with variable contrast papers (*New Products*, Nov. 1956).

CINE

Bolex H-16 Reflex: 16mm spool-loaded movie camera featuring through-the-lens focusing and viewing (*Bolex H-16 Reflex*, May 1957).

Bolex H-16 Underwater Housing: all-metal housing designed for operation down to 330 ft. (*New Products*, Mar. 1957).

Canon 8mm: twin-lens turret, spool-loaded movie camera with Select-a-View, which shows field of view for all lenses from 6.5mm to 75mm; parallax corrected from 1½ ft. to infinity (*Viewfinder Makes Canon 8mm Unique*, Apr. 1957).

Eumig 8mm Electric: movie camera with battery-operated motor, f/2.8 Eugon 12.5mm fixed focus, non-interchangeable lens (*No Spring Winding with New 8mm Eumig Electric*, Aug. 1956).

Keystone K27: three-lens 8mm movie camera; 12½mm f/1.9 normal lens, wide-angle and telephoto converters (*New Products*, Apr. 1957).

Keystone K25AX: 8mm roll film movie camera with built-in exposure meter coupled to diaphragm control

of camera lens; semi-automatic operation (*New Products*, Apr. 1957).

Keystone Capri Dial Set: 8mm roll film movie camera with exposure-setting dial for indoor and outdoor use (*New Products*, Apr. 1957).

Mansfield Holiday 8mm Movie Projector: 400-ft. reel capacity, coated 1-in. f/1.6 lens, 500-watt projection lamp (*New Products*, Mar. 1957).

WHAT'S NEW AT IPEX?

(Continued from page 49)

Westinghouse all had them, but with wide variations in bases, which will lead to consumer confusion.

Two outstanding new developers shown were: **UFG,** an ultra-powerful, fine grain formula for use with very fast films; **Edwal Fine Grain Concentrate #2,** an improved version of a highly concentrated soup for all films except the very fast.

Aristo Model B cold light unit, which is made to fit many enlargers, now requires no warmup period.

There were **three other 8mm roll film cameras.** The **Emel** features a backwind and a true zoom finder. The **Bauer 88E,** with coupled light meter and lens, is another version of the 88B, with a focusing mount permitting shooting as close as 8 in. The **DeJur Eldorado** is available in a turret model, with a normal f/1.9 lens and wide-angle and tele converters. Also has built-in filters.

There were **five 8mm movie projectors.** The **Eumig P-8** uses a 12-volt lamp and can be run on 110, 125, 160, 220 or 240-volt lines without changing bulb. The **Bauer T-10** uses 12 volt, 100 watt illuminating system, eliminating large, noisy blowers. The **DeJur Custom 1000** has an automatic push-button control that winds power cord into the projector base. The **DeJur Eldorado** 8mm projector, with 500-watt lamp, offers automatic room light control, swing out gate, wide-angle lens and reverse projection. The **Kodak Showtime 8mm** permits slow or high speed operation, reverse, and single frame.

Bell & Howell showed its new magnetic-optical 16mm sound projector, the **302D.**

The new sound synchronizers for 8mm projectors and magnetic tape machines were on display. The **Bauer 8mm Sound Coupler** is an electronic device for use with the Bauer T-10 projector. The **Bolex M-8 Synchromat** is an electro-mechanical unit for use with the **Bolex M-8** projector. —THE END

Start with an FR ELECTRONIC FLASH model 140 now! Build your system at your own convenience. Your FR dealer will gladly demonstrate this new and amazing FR system for you.

THE FR CORPORATION • 951 Brook Avenue, New York 51, N.Y.

No Come-Ons or Misleading Claims...

Only THE WORLD'S LARGEST CAMERA STORE

WILLOUGHBYS

with its

GIANT Volume • TINY Markup • EXCLUSIVE Buys

can give you *true*

ROCK BOTTOM PRICES!

Brand new.
Famous Make
2¼ x 3¼
ENLARGER
List 92.50
SALE **55.95**

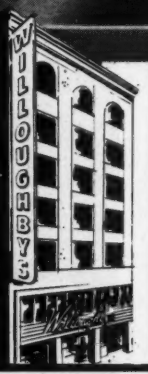
SAVE $36.65

Elgeet 3½" f:4.5 lens. Built-in distortion control. Horizontal or vertical projection. 18 x 25 inch baseboard. 75-watt opal bulb.

WORLD'S LARGEST CAMERA STORE

•

8 FLOORS OF PHOTO BARGAINS



SAVE $112.50
KODAK REFLEX II
Fine 2¼ x 2¼ camera with coated f3.5 lenses and synchronized shutter.
Reg. $155.00
NOW **$42.50** USED

NO MORE HEADACHE!
Get Needle Sharp Viewing In All Close Work

MAGNI-FOCUSER

Wear like eye glasses, get distortion-free magnification without eye strain. A million-and-one uses!

#3 Magnifies 1¾ times at 20" $10.50
#5 Magnifies 2¼ times at 10"..... 10.50
#7 Magnifies 2¾ times at 8"..... 10.50
#10 Magnifies 3½ times at 4"..... 12.50
Fits over regular eyeglasses

SAVE 50%
Genuine Leather

DIAMOND GADGET BAGS

Big, roomy Diamond #2934 is made of the finest top-grain cowhide. We bought out entire stock—slashed price for quick sale! Reg. $29.95.

Yours ONLY **$14.97**

SAVE 50% Famous B-C
$9.95 Value
POCKET FLASH
with Folding-Fan Reflector

Amazing gun operates on B-C or Penlite Batteries, has built-in test light, exposure guide, PC cord. Fits all Synch cameras. Complete with handsome case.

Reg. $9.95

"B" Battery $1.50—2 Penlites .30

$4.95 plus batteries

Mail Orders Filled — Please add postage, excess refunded.

10% DOWN
10 DAY FREE TRIAL

SPECIAL SALE!
MANSFIELD JR. SPLICER
For 8mm and 16mm. With scraper, blade, bottle of cement.
LIST $2.95
$1.98

SPECIAL SALE!
SAVE $1.50
BOOK SHELF ALBUM

Preserve your precious snapshots. Hard cover, 224 pages will not bulge when filled. Looks like fine book, fits standard bookshelf. (Cover slightly worn)

Reg. $2.50
NOW **$1.00**
Add 25c to cover postage

SAVE $10.60
Famous Make
EXTENDING ALUMINUM TRIPOD

Regularly 21.95 **$11.35**

Precision-made of die-cast aluminum. Nylon gear and leg locks. Three sections, 360 degree pan action. Rises to 74 inches when the post is extended to full height. 59 inches without extension; 26 inches closed. Weight only 4 lbs.

ALL CAMERAS SHIPPED 10-DAY MONEY BACK GUARANTEE

I am interested in_____

I wish to trade the following_____

_____PLEASE MAIL FREE QUOTATION

NAME_____PHONE NO._____

ADDRESS_____CITY_____STATE_____

WE WILL PAY YOU CASH OR GIVE YOU HIGHEST TRADE-IN ALLOWANCE ON YOUR USED EQUIPMENT!

OUR OWN EXPORT DIVISION AUDIO-VISUAL AND GRAPHIC ARTS DEPARTMENTS

ARGUS C-3 OWNERS

WILLOUGHBYS SAVES YOU OVER 30%!

Soligor

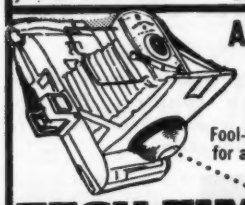
135mm F4.5

TELEPHOTO LENS

Reg. 49.95

The only true telephoto for your Argus. Interchangeable in seconds . . . couples directly to rangefinder.

NOW BRAND NEW $34.95



ATTENTION POLAROID® OWNERS!

Fool-Proof automatic timer for all your pictures.

TECH TIMER

One minute developing timer that rings when your picture is ready.

Only $4.95

Another WILLOUGHBYS SCOOP!

BRAND NEW 35mm

COLOR CAMERA OUTFIT Nationally Advertised

Soligor "45"

PLUS Deluxe, Leather Eveready Case

PLUS Alpex Folding Flashgun with Case

NOW A "ROCK BOTTOM"

Reg. $29.95 List **$15.95**

YOU SAVE $14.00

For perfect pictures, color and black and white . . . indoor and outdoor Featuring: sharp, color-corrected f4.5 lens, shutter speeds to 1/100 sec. and B, flash synchronized shutter.

SAVE 50% LEATHER GADGET BAG

List 10.95

GIFT PRICED $5.45

Genuine cowhide in stunnig buff color. Zipper top. 10 x 7½ x 4¼ inches. Two tripod straps at bottom. (Model BJ-13).

WILLOUGHBYS EXCLUSIVE PURCHASE!

Voigtländer

CLOSE OUT!

ALL BELOW DEALER COST!

ALL BRAND NEW! 50% OFF

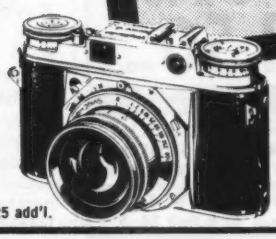
Voigtländer PROMINENT

- *Synchro-Compur Shutter with interchangeable Lenses, speeds 1 sec. to 1/500 sec.*
- *Rangefinder couples to all lenses*
- *Film advance automatically sets shutter*
- *Recessed rewind lever*
- *Accessories for Macro Photography and Photomicrography available Same filters fit all normal and accessory lenses.*

With Color-Skopar 50mm f:3.5 lens. Reg. $157.50 ONLY **$78.75**

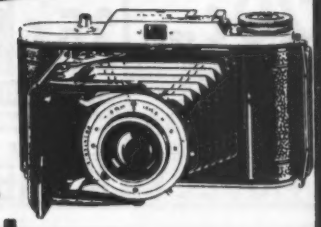
With Ultron 50mm f:2 lens. Reg. $220.00 ONLY **$110.00**

With Nokton 50mm f:1.5 lens. Reg. $270.00 ONLY **$135.00**



Above prices plus case, Reg. $12.50; $6.25 add'l.

NOW . . . own one of the world's greatest 120 folding cameras—and SAVE 50%



Voigtländer BESSA I

Reg. $49.50 ONLY **$24.75**

- Hard-coated Vaskar 105mm f:4.5 lens
- Prontor SV shutter, 1 sec. to 1/250 & B.
- Built in Self-Timer
- Synchronized for flash
- Parallax compensation
- Takes 8 2¼" x 3¼" or 16 1⅝" x 2¼" pictures

NOTE: These great buys won't last—ORDER NOW! Write for Free Listing on Other Available Voigtlander Equipment all at 50% off!

ADD SHIPPING COST: $1.50 for cameras, 50c for flash case, 25c for all other accessories.

PROMINENT ACCESSORIES AT 50% OFF

Eveready BC FLASH CASE includes Case, complete BC flash unit, Reflector and Cord	Reg. $29.95	NOW $14.98
PROXIMETERS Model I (39½" to 19¾") or Model II (19¾" to 13") ea.	Reg. $26.50	NOW $13.25
TURNIT FINDER for Accessory lenses	Reg. $19.50	NOW $ 9.75
Leather Case for Finder	Reg. $ 3.50	NOW $ 1.75
SKOPARON 35mm f3.5 Wide Angle lens	Reg. $99.50	NOW $49.75
BC FLASH GUN with cord, case and shield	Reg. $ 9.95	NOW $ 4.98
CHROME NECK CHAIN	Reg. $ 3.95	NOW $ 1.98
49mm Screw-On FILTERS		
Light Yellow, Medium Yellow, Green	Reg. $ 6.50	NOW $ 3.25
Orange, #85C, Type A, Haze	Reg. $ 7.50	NOW $ 3.75
SUNSHADE	Reg. $ 3.75	NOW $ 1.88
Focar 49mm CLOSE-UP LENSES		
"A" (39½ to 19¾)	Reg. $ 6.50	NOW $ 3.25
"B" (19¾ to 13¼)	Reg. $ 6.50	NOW $ 3.25

WILLOUGHBYS

110 West 32nd Street, New York 1, N. Y. • LO 4-1600

35MM KODACHROME
FACTORY PACKED — 1957 DATED
PRICE INCLUDES PROCESSING

20 EXP		36 EXP	
3 ROLLS	$7.89	3 ROLLS	$11.49
6 FOR	14.95	5 FOR	18.69
10 FOR	24.59	10 FOR	35.89

MOVIE KODACHROME
Factory Packed — 1 YR EXP DATE
PRICE INCLUDES PROCESSING

8mm		16mm	
3 ROLLS	$9.39	1 ROLL	$8.45
5 FOR	15.49	3 ROLLS	24.75
10 FOR	29.95	6 FOR	47.99
8 mm MAG	25 FT	16mm MAG	50 FT
3 MAGS	10.95	3 MAGS	16.50
10 FOR	35.35	10 FOR	57.50

35MM ANSCOCHROME EKTACHROME
FACTORY FRESH — 1 YR. EXP.
PRICE INCLUDES PROCESSING

20 EXP		36 EXP	
3 ROLLS	$6.49	3 ROLLS	$9.99
10 FOR	19.97	10 FOR	29.95

GOLDEN GATE COLOR PRINTS
2½ x 3½—25c ea.—ANY 5 FOR $1.00
4 x 5 — 50c ea. — ANY 5 FOR 2.00
3½ x 5—35c ea.—ANY 3 FOR $1.00
5 x 7 — 75c ea. — ANY 4 FOR 2.90
8 x 10—$1.50 EA

ANSCOCHROME • EKTACHROME DEVELOPING & MTG.
35mm — 20 EXP. — $1. MTD.
120-620—75c Per Roll—3 For $2.00

35mm SLIDE DUPLICATES MTD.
5 For $1.00 — 15 For $2.50
ON FILM ORDERS PLEASE ENCLOSE 5c PER ROLL For POSTAGE and HANDLING

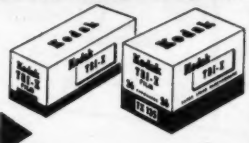
35MM and MOVIE KODACHROME
FACTORY FRESH • 1 YR. EXP.
PROCESSING NOT INCLUDED

35 mm—20 EXP.	
4 ROLLS	$ 5.39
10 FOR	11.99
35 mm—36 EXP.	
4 ROLLS	$ 6.95
10 FOR	16.49
MOVIE 8 mm—25 FT. DOUBLE	
4 ROLLS	$ 6.97
10 FOR	14.69
MOVIE 16 mm—100 FT.	
3 ROLLS	$13.95
10 FOR	44.89

28 ft. ANSCOCHROME
1 — FREE Daylight Film Loader
2 — 8 Free Carts., 8 Mail Bags
3 — Price Includes Dev. & Mtg.
FOR 8 ROLLS • COMPLETE $14.95

GOLDEN GATE COLOR PRINTS DEPT M6 P. O. BOX 46056 COLE DR. HOLLYWOOD 46, CALIF.

IF YOU USE THIS FAST FILM



THEN THIS BOOK IS A *MUST* FOR YOU!

We have collected the methods of 12 of the best known authorities on the subject. They tell you all the secrets of shooting good pictures under all available light conditions.

Edited by Geo. B. Wright

This book is guaranteed to save you money on expensive lighting set-ups . . . and help you get top-notch professional pictures. $5.00

From your dealer or from
AMPHOTO
33 West 60th St., N.Y.C.
(add 3% for NYC delivery)

QUALITY COLOR PRINTS
2½ x 3½ 20c each
3½ x 5 35c ea.
4x5 50c ea. SLIDE DUPES 5 FOR $1.00 12 FOR 2.00
5 x 7 75c ea.
8 x 10 1.50 each
35mm BULK FILM LOADER
W 10 EMPTY CARTRIDGES 5.49 Post., Ins. 35c
KODACHROME DEVELOPING
35 mm—20 EXP. MTD 1.00
35 mm—36 EXP. MTD 1.75
8 mm ROLLS — 1.00
16 mm ROLLS — 2.50
8 & 16 mm MAG. — .75
35mm EKTACHROME ANSCOCHROME
20 EXP. • 36 EXP.
4 ROLLS $5.25 10 FOR 12.50
3 ROLLS $6.85 10 FOR 20.99
MODEL FILM LABORATORY DEPT. M6 78 W. 47th St. New York 36, N. Y.

35mm FINE GRAIN
Developed and ENLARGED $1.75 20 exp. roll 36 exp. $2.25
Superb 3¼ x 4½ prints on single weight glossy paper.
Factory fresh, guaranteed 35mm frame numbered reloads. Plus-X, Panatomic-X, Super-XX, Tri-X
20 exp. reloads 45¢ ea. ..... 5 for $2.00 36 exp. reloads 65¢ ea. ..... 5 for $3.00
12 EXPOSURE 120 or 620 FILM Developed and enlarged to 3½ x 3½ Fine Grain $1.30
8 exp. rolls to 3¼ x 4½ ..... $ .90 16 exp. rolls to 3¼ x 4½ $1.50
Send for mailing bag and complete price list of all our black and white, and color services. Money back, if not satisfied.
NATIONAL PHOTO LABS NEW HYDE PARK 10 N Y

CREATIVE PHOTOGRAPHY
Not a "school". A different KIND of teaching—"well known for....students....becoming famous professionals and amateurs." 38th year. Write for booklet M-50.
RABINOVITCH
PHOTOGRAPHY WORKSHOP
40 West 56 New York 19

FREE BOOK OFFER
Home Movie Scripts by H. Provisor $1.50
A collection of forty four ready made scripts for amateur movie makers, illustrated.
We offer this book free with a special subscription to Modern Photography Magazine. A $5.50 value for only $3.50
Clip this ad to your remittance and mail to:
MODERN PHOTOGRAPHY
33 West 60th St. N. Y. 23, N. Y.

the CAMERA CLUBS

by MABEL SCACHERI

Some suggestions from clubs around the country. Perhaps you'll find a place for them in your own program.

Are you beginning to brood about plans for the 1957-58 camera club season? Maybe I can help you brood more specifically, and, if so, it is thanks to the many clubs kind enough to mail in their club bulletins or send letters to me. There's a good program idea in just about every one of these communications.

Perhaps I should start with the offer of the Bristol Camera Club of Bristol, Tenn. They have put together two programs of 50 slides each, with both taped and typed comments—one set of salon photography and the other of local scenes. They want to swap these slide programs for similar programs from other clubs. Rush an air mail letter to E. L. Taylor, 1206 Seventh Ave., Bristol, Tenn., and there's your first program all set for you when your club gets going again in the fall.

Speedy judging made easy

Now here is a problem confronting every camera club: how to speed up judging without making judges or club members feel the pundits are being rushed into hasty decisions. The Schenectady Photographic Society has some bright ideas. For color slide contests, they have a pre-meeting session at which the judges can spend three or four hours scanning the slides. Their comments are recorded on tape. Then, at the meeting, the slides are projected, taped comments played back nice and loud, not in the usual judge's mutter-mutter, and the whole contest is wrapped up in about 40 minutes, to everyone's satisfaction.

On print nights this club sets the entries up on racks at one side of the room, where the judges view them and jot down their ratings. Then, when the prints are put up one by one for discussion, each judge has already formed his opinion and can report his score and his comments "without those long, deep silences during which the judges consider their present opinions and re-

(Continued on page 128)

BROADWAY'S

BEST COSTS LESS · · BUY NOW · · 10% DOWN ·

ON BROADWAY'S SIMPLE TIME PAYMENT PLAN

CHECK EVERY ITEM CAREFULLY . . . You'll find the camera or accessories you've been looking for, at the lowest possible prices . . .

BROADWAY'S FAMOUS *ONCE-A-YEAR* TRADE-IN JAMBOREE

Now, receive a top allowance on your old, outmoded camera* toward purchase of a brand-new, 1957 model with all the latest features. Act now . . . trade-up to the finest . . . you'll get a good deal at Broadway. * Subject to inspection.

35mm CAMERAS	Brand New
AIRES 35 III f:1.9 (Plus your Argus C-3)	51.50
CANON V 50mm f:1.8 (Plus your Leica III C)	174.50
CONTAX IIa 50mm f:2 (Plus your Exakta VX f:2)	109.50
EXAKTA VX IIa Xenon f:1.9 (Plus your Contaflex II)	199.50
KONICA III 50mm f:2 (Plus your Argus C-4)	49.50
LEICA M-3 50mm f:2 (Plus your Leica IIIf f:2)	149.50
MINOLTA A-2 f:2.8 (Plus your Minolta A)	29.50
NIKON S-2 50mm f:1.4 (Plus your Retina III C)	189.50
RETINA IIIC 50mm f:2 (Plus your Retina IIa)	59.50
VITESSA T f:2.8 (Plus your Vitessa L)	59.50
CONTAFLEX III f:2.8 (Plus your Contaflex I)	69.95
CONTAFLEX IV f:2.8 (Plus your Contaflex II)	74.50
PRAKTINA FX f:2.8 Tessar (Plus your Exa f:2.9)	149.50
RETINA REFLEX (Plus your Contax D)	99.50
REFLEX CAMERAS	
HASSELBLAD 1000F 50mm f:2.8 (Plus your Rolleiflex 2.8 D)	168.50
MINOLTA AUTOCORD "L" (Plus your Minolta Autocord)	49.50
ROLLEICORD V (Plus your Rolleicord III)	69.50
ROLLEIFLEX 3.5 G Exp. Met. (Plus your Rollei M-X)	114.95
ROLLEIFLEX 2.8 E Exp. Met. (Plus your Hasselblad 1000F)	99.50
PRESS CAMERAS	
4 x 5 Pacemaker Graphic f:4.7 M-X, R. F. (Plus your 4x5 Ann. Graphic)	114.50
4 x 5 Linhof Super Technica f:4.7 M-X, R. F. (Plus your 4x5 Busch Pressman)	296.50
STEREO CAMERAS	
T.D.C. Stereo Colorist II (Plus your Edixa Stereo 1A)	54.00
T.D.C. Stereo Vivid (Plus your Graphic Stereo)	74.95
REVERE STEREO (Plus your Stereo Realist)	81.50
EDIXA STEREO IIIa (Plus your Kodak Stereo)	46.50
WOLLENSAK STEREO (Plus your Busch Verascope)	47.50

8mm MOVIE CAMERAS	Brand New
BOLEX B-8 12.5mm f:1.9, 1½" f:1.9 (Plus your Bolex C-8 f:2.5)	109.50
B & H 134TA 12.5mm f:1.9, 6.5mm f:1.9, 1½" f:1.9 (Plus your Revere B-84 f:1.9)	108.50
B & H Explorer 12.5mm f:1.9, 1½" f:1.9 (Plus your Revere 62 f:1.9)	122.00
B & H Companion 12.5mm f:1.9 (Plus your Keystone K-33)	41.50
CANON S-T 13mm f:1.8, 25mm f:1.8 (Plus your Bolex B-8 f:1.9)	116.50
(Plus your Bolex H-8 Lens f:1.9)	27.50
(Plus your B & H 172S f:1.9)	96.50
REVERE C-40 f:1.9 (Plus your Brownie f:1.9)	74.50
WOLLENSAK S3 13mm f:1.9, 6.5mm f:1.9, 38mm f:2.5 (Plus your Brownie Turret f:1.9)	114.50
WOLLENSAK 23 13mm f:1.9, 6.5mm f:1.9, 38mm f:2.5 (Plus your Medallion-8 f:1.9)	111.50
16mm MOVIE CAMERAS	
B & H 70 DR Turret f:1.9 (Plus your Bolex H-16 f:1.9)	159.50
REVERE 105 Turret f:1.9 (Plus your Keystone A-12 f:1.9)	99.50
KEYSTONE A-15 Turret f:1.5 (Plus your B&H Filme 16)	121.50
REVERE 102 f:1.9 (Plus your Keystone A-9 f:2.5)	99.50
B & H 200 EE (Elec. Eye) Mag. f:1.9 (Plus your B&H 200 S f:1.9)	124.50
8mm PROJECTORS	
B & H MONTEREY DELUXE (reverse & still) (Plus your Brownie 300)	82.50
B & H REGENT DELUXE (Plus your Revere 90)	97.50
KEYSTONE K109B (Plus your Revere 88)	93.50
KODAK SHOWTIME 8 (Plus your B&H Monterey)	49.50
REVERE 777 (Plus your Brownie 500)	66.50
WOLLENSAK 715 (Plus your Keystone K100)	83.50
16mm PROJECTORS	
B & H DIPLOMAT (Plus your Keystone K161)	184.50
B & H 302 C (Sound-Recording) (Plus your Kodascope Pageant)	379.50
B & H 385 C (Sound) (Plus your Revere SP16)	249.50

8mm MOVIE LENSES

	New	Used
5.5mm Pizar f2	79.50	49.50
5.5mm Switar f1.8	119.50	69.50
6.5mm Cinegon f1.9	99.50	53.50
6.5mm Elgeet f2.5	39.95	19.95
6.5mm Raptar f1.9	60.95	32.95
6.5mm Raptar f2.5	45.95	24.00
7.5mm Elgeet f1.9	61.95	33.50
7.5mm Elgeet f1.5	76.15	43.95
13mm Raptar f1.9	45.05	24.50
13mm Elgeet f1.9	43.68	25.95
12.5mm Yvar f1.9	74.50	39.95
12.5mm Switar f1.8	114.50	62.95
1.5" Yvar f2.8	62.50	32.50
1.5" T.T.H. Comat f1.9	69.95	34.95
1.5" Xenar f2.8	59.95	31.95
1.5" Raptar f3.5	41.25	21.50
1.5" Raptar f2.5	57.75	29.95
1.5" Raptar f1.5	67.50	32.95
1.5" Elgeet f3.5	25.75	13.95
1.5" Elgeet f1.9	49.95	26.50
3" Elgeet f3.9	63.45	34.50

16mm LENSES

	New	Used
10mm Angenieux f1.8	124.50	64.95
½" Raptar f1.8	132.50	72.95
½" Elgeet f2.8	49.50	24.95
½" Elgeet f1.9	95.70	49.50
1" Angenieux f0.95	209.50	111.00
1" T.T.H. Comat f1.9	86.95	48.95
1" Raptar f1.8	92.75	49.95
1" Raptar f1.5	58.01	31.95
1" Pizar f1.9	85.50	49.95
1" Switar f1.4	168.00	99.50
1" Switar f1.8	115.00	71.50
1" Raptar f3.5	39.50	19.50
2" Elgeet f2.5	82.95	46.50
3" Raptar f2.8	87.50	44.95
3" Raptar f4	60.50	32.50
3" Yvar f2.8	94.50	55.95
4" Yvar f3.3	106.00	61.95
6" Raptar f4.5	98.50	49.95

LENSES for NIKON, CONTAX, CANON

	NEW	USED
21mm Biogon f:4.5	109.00	99.50
25mm Nikkor f:4	99.50	94.50
35mm Canon f:2.8	99.00	53.50
50mm Nikkor f:1.4	151.50	83.50
85mm Nikkor f:2	175.00	89.50
85mm Nikkor f:1.5	299.50	167.50
85mm Sonnar f:2	175.00	99.50
100mm Canon f:3.5	115.00	62.50
135mm Canon f:3.5	130.00	69.50

LENSES FOR EXAKTA, CONTAX D, PRAKTICA, PENTACON

	NEW	USED
28mm Angenieux f3.5	120.00	62.50
35mm Angenieux f3.5	99.50	49.50
40mm Macro-Kilar f3.5 D	114.95	62.50
40mm Makro-Kilar f3.5 E	89.95	42.50
50mm Angenieux f1.5	165.00	86.50
75mm Biotar f1.5	216.50	119.50
135mm Angenieux f2.5	179.50	95.50
135mm Tridar f1.4	85.00	48.50
180mm Tele-Meger f5.5	85.95	33.50
180mm Tele-Meger f5.5	82.95	47.50
400mm Tele-Meger f5.5	199.50	111.50

TRIPOD BUYS OF THE MONTH

	Reg.	Sale
Star D Comet with swing-over tilt	23.95	15.95
Star D Continental Mark III with swing-over tilt and unipod	25.95	17.95
Star D Conquest	19.95	13.95
Case for Star D	- -	4.50
DeLuxe Table-Top Tripod	- -	1.89

FREE! 2 MAGAZINES WITH EVERY SLIDE PROJECTOR SALE

SAVE MANY DOLLARS ON THESE BRAND NEW

LA BELLE SLIDE PROJECTORS

	Reg.	Sale
LaBelle Showman 300	59.95	44.50
LaBelle Director 300	69.95	52.50
Carrying Case	13.85	7.95
LaBelle Producer 85	84.95	69.50

OTHER BRAND NEW PROJECTORS:

B&H Robomatic	149.50	111.50
TDC Duo 500	84.50	64.50

SLIDE PROJ. OWNERS

Unbelievable Values in Magazines for All Slide Changers

	REG.	SALE
Revere	1.49 ea.	10 for 6.95
TDC Airequipt	1.50 ea.	10 for 4.75
Airequipt	2.25 ea.	10 for 14.50
Viewlex	1.50 ea.	10 for 4.75
LaBelle Mag. 8"	2.20 ea.	10 for 15.50
LaBelle 9"	2.95 ea.	10 for 21.50

Carrying Case for Above — 12 Trays — 8.95; 24 Trays — 10.95

EXCLUSIVE!

. . . THEY'RE BACK AGAIN! ONLY AT BROADWAY

LATEST IMPROVED MODEL

ULTRABLITZ EXPERT IV

includes: Batteries & cord

BRAND NEW NOW **42.50**

Plenty in Stock

OTHER SENSATIONAL VALUES	Reg.	Sale
Ultrablitz Matador including battery	99.50	59.50
Braun Hobby Standard	55.00	39.50
Braun Hobby Automatic	106.00	72.50
Heiland mdl., 61A	59.95	43.50
Heiland Macro-lite Close Up Ring	42.50	33.95
Ext. Head for Expert IV	24.95	18.50
Ext. Head for Matador	34.95	22.50
Ultrablitz Jet (Dem)	69.95	48.50
Graflex Strobomite	64.50	46.95

	Reg.	Used
Dormitzer DS-1	89.50	49.50
Dormitzer M-107 Batt. & A.C.	109.95	24.50
F.R. Strobe	54.95	24.50

SAVE $35.00 ON A LIKE NEW ARGUS C-3 OUTFIT

Complete With
- CASE
- FLASHGUN
- 2 ROLLS TRI-X
- 2 ROLLS ANSCOCHROME

SPECIAL $34.95

OTHER VALUES ON LIKE NEW ARGUS EQUIPMENT:	Reg.	Sale
Argus C-4, case, flash	99.50	49.50
Argus C-44, case, flash	117.00	63.50
Argus L-3 Meter with Incident Lite adapter, case	16.95	13.60
Argus L-44 with case	17.50	13.95
Strobe for Argus C-4 or 44	53.75	29.95

25% DISCOUNT SALE

BROADWAY STILL SELLS KODACHROME

With Processing Included in the Price!

- Freshly Dated
- Eastman Kodak Factory Packed

MOVIE

8mm-25ft. Double	16mm-100 ft. Roll
3 Rolls — 9.49	1 Roll — 8.50
6 for — 18.50	2 for — 24.99
10 for — 29.99	5 for — 39.99
8mm-25 ft. Mag.	**16mm-50 ft. Mag.**
3 mags — 10.99	3 mags — 16.99
10 for — 35.55	10 for — 55.55

STEREO

15 Stereo Exp.	20 Stereo Exp.
1 Roll — 3.25	1 Roll — 4.95
3 for — 8.99	3 for — 14.25
10 for — 27.99	10 for — 43.99

35mm

20 exp.	36 exp.
3 Rolls — 7.95	3 Rolls — 11.55
6 for — 14.99	5 for — 18.75
10 for — 24.50	10 for — 35.95

ADD—5c per roll postage

CHEAPER BY THE DOZEN! SAVE MANY DOLLARS ON

Genuine Scotch Sound

RECORDING TAPE!

12 5" Reels (600' ea.) w/Reel Chest. Reg. 34.00. SALE	19.95
12 7" Reels (1200' ea.) w/Reel Chest. Reg. 48.50. SALE	22.50
5" Reel (600') Reg. 5.50. NOW 1.50 ea.	3 for 3.95
7" Reel (1200') Reg. 5.50. NOW 1.89 ea.	3 for 5.40

BROADWAY HAS THEM AGAIN!

These long awaited for **TELEPHOTO or WIDE ANGLE LENSES TO FIT ALL CAMERAS**

- Color Corrected
- All Brand New
- Hard Surface Coated
- All One Price

values to $99.50 **$16.50** case $1.50

FOR THE FOLLOWING CAMERAS:

- Aires 35 III
- Ansco Speedex
- Argus C-2, 3, 4, 44
- Argus A-4, 21
- Aires
- Bell & Howell
- Bolex
- Baldinette
- Bolsey B, B-2
- Baur 88, 888
- Baldina
- Ciro 35
- Clarus
- Ciroflex
- Contaflex I, II, III, IV
- Contessa
- Contina
- Contax
- DeJur
- Edinex
- Exa
- Exakta
- Graphic 35 f:3.5, f:2.8
- Graflex 22
- Ikoflex
- Ikonta
- Konica II, III
- Keystone
- Kodak 35
- Kodak Signet
- Kodak Pony 135 Model C
- Kodak Tourist
- Leica
- Lordomat
- Mercury II
- Minolta A
- Minolta Autocord
- Memar
- Nikon
- Polaroid 95, 95A
- Polaroid 80, 700
- Pentacon
- Praktica
- Praktiflex
- Perfex
- Rectaflex
- Retina
- Realist
- Revere
- Rolleicord
- Rolleiflex
- Ricohflex
- Ricoh 35, 500
- Speed Graphic
- Vigilant
- Vitessa
- Vito B
- Wollensak

ALSO FOR THE FOLLOWING STEREO CAMERAS

- Revere Stereo
- TDC Stereo
- Stereo Realist
- Wollensak Stereo
- Busch Verascope

$32.50 per pair

BROADWAY CAMERA SHOPS, Inc.
Dept. M657, 872 Broadway,
New York 3, N. Y.
For special needs write to Roy Talbert.

I would like to trade my _____
I would like to buy a new _____
I would like to buy a used _____
Send me Time Payment Application _____

Name _____
Address _____
City/Town _____ State _____

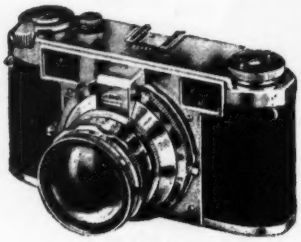
C.O.D. send 15% deposit. Add Postage—Excess Refunded. 2 yr. written service guarantee. 30 day money-back guarantee.

NOW there are

4 LORDOMATS

with FULLY INTERCHANGEABLE LENSES

From WORLD FAMOUS LEIDOLF WORKS, WETZLAR, GERMANY



LORDOMAT STANDARD

- FULLY INTERCHANGEABLE LENSES
- COUPLED RANGE-FINDER
- M-X SYNCHRONIZED SHUTTER
- RAPID FILM ADVANCE LEVER
- BUILT-IN SELF TIMER

with f 2.8 LORDON lens only . . $ 99.50
with the new 6 element f 1.9 LORDON lens $129.50
Metal trimmed case . . . . . $ 9.95

. . . and NOW

THE NEW CAMERA
that HAS EVERYTHING.

LORDOMAT C35

In addition to the features of the LORDOMAT STANDARD the C-35 offers:—

- BUILT-IN EXPOSURE METER
- BUILT-IN UNIVERSAL FINDER
- THE ONLY CAMERA TO INCORPORATE ALL OF THE ABOVE FEATURES.

with f 2.8 LORDON lens only $139.50
with the new 6 element f 1.9 LORDON lens $169.50
Metal trimmed case . . $ 12.95

ACCESSORY LENSES AVAILABLE
all coupled to the rangefinder:

35mm f 3.5 Wide Angle $39.50
90mm f 4 Telephoto $69.50
135mm f 4 Telephoto $99.50

SEND FOR LITERATURE

MINIFILM CAMERA CORPORATION
1190 Sixth Avenue, New York 36, N. Y.

CAMERA CLUBS

(Continued from page 126)

gret previous ones," to quote the club bulletin. Smart people up there in Schenectady.

Make a light box

Ah, those cardboard strips with numerals—how they do slow up the scoring of color slides! Judges hold up the slips at cockeyed angles over their shoulders, and in the dim light of slide-projection, only a cat or an owl can read those numerals quickly. So Lee Hon, president of the Metropolitan Stereo Club of New York, has abolished this nuisance. He got five cardboard boxes, 4 x 4 x 6 inches, left one side open, rigged a tiny light bulb in each box, cut a slit at the top of the box. Judges stick numbered cardboard into slit, light shines on numeral, scorers see numerals clearly, announce total score rapidly. Idea not patented—go ahead and make some lighted boxes for your club.

Special contests add spice

Monthly contests every club has, and sometimes it spices up the program to run some special contests, perhaps in connection with field trips or a local event. The Jamaica Camera Club of Jamaica, N. Y., made a trip to a specific block, in which, or from which, members were to shoot pictures. The subject matter did not have to be on the block, but the camera did. That same Schenectady club had a similar idea, a Twenty-Five Mile Contest for pictures taken within a radius of 25 miles of their city.

A costume party held at your club can well be the subject of such a contest. The Chicago Color Slide Club had a costume party on February 23, but did not limit the costumes to lace-ruffled, George Washington style clothes. You'd have to rent a George W. outfit, but a bed sheet suitably draped would make a toga for any stately guy who fancied himself as Julius Caesar. As for Cleopatra, leave it to the brunette lady members to figure out something slinky, with hefty necklaces and slanted eyebrows. You can no doubt think of suitable prizes for the "best pictures" taken at the party, although the choice would be tough for the judges.

Many clubs have found that their newer members, who may not have an enlarger, like small-print contests. The Stamford Camera Club, Stamford, Conn., has a Small Print Sweepstakes—no print larger than 8 x 10, unmounted—no toning or finagling beyond suitable cropping and spotting.

Auctions and scavenger hunts

An annual auction of surplus photo equipment brought in by the members is a favorite shindig with many clubs. Some of them keep ten percent of the proceeds to buy the club some new

(Continued on page 130)

ACTION

ACTION

For the first time in Photographic History

NOW you can FOCUS and SHOOT in a SPLIT SECOND with the new spring loaded, trigger operated FOLLOW FOCUS lenses by

NOVOFLEX

FOR

240mm f4.5	249.50
300mm f5.6	256.50
400mm F5.6	279.50

MINIFILM CAMERA CORPORATION
1190 Sixth Avenue, New York 36, N. Y.

WHILE THEY LAST

Savings of 50% and more on these Photo Books:

	Was	Now
Short Cuts to Photo Retouching	1.00	.50
TV Writers Guide, by M. Weiss	3.95	3.00
Photography Indoors, a Camerette	3.50	2.00
Photographing Mexico, by Atwater	3.50	2.00
Handbook of Better Photography, by Pressman and Lammie	3.00	2.00
Photographic Emulsion Technique	4.75	2.25
Photographic Enlarging by Jordan	3.50	1.75
Children Before My Camera	3.50	1.75
British Journal Almanac, 1954	2.50	.75
Photograms of the Year, 1952	2.50	.75
Making Effective Photographs	4.95	3.00
Seaside Snaps	.75	.35
Better Prints (A Camerette)	3.50	2.00
Manuel Airbrush Technique, Tobias	3.50	2.00
History of the Discovery of Photography, by Potonniee	10.00	2.00
History of Photography, Stenger	10.00	2.00
The Truth Concerning the Invention of Photography	10.00	1.50
How To Take Better Photographs, (Popular Mechanics)	2.00	1.00
Photography With A Leica, by Cash	3.75	2.50
My Experiences In Color Photography, by Wolff	10.00	7.50
FIAP Yearbook	10.00	6.00
Formosa	3.00	2.00
Fritz Henle's Rollei	3.75	2.00
Halftone Stops & Screen Distances	1.50	.50
Your Simple Flash Camera	1.50	.50
Make Your Own Stereo Pictures	5.95	4.00
Guide to Photographic Control	4.00	3.00
Along Yosemite Trails	2.75	1.75
Color In Business, Science, and Industry, by D. B. Judd	8.50	6.00
Should I Wet My Lips, by F. Adams	2.50	1.50
Photography, by C. E. K. Mees	5.00	3.00
Marilyn Monroe and The Girl		.35
Art Of The Film	3.75	2.50
Complete Introduction to Photography, by Gable	4.00	2.50
Edward Weston	1.50	1.00
Introduction to 3D, by Dewhurst	4.50	2.50
Modern Enlarging Technique, by Wakefield	3.95	2.00
Revere Tape Recorder, by Tydings	1.95	1.25
Cine Film Projection	3.75	2.00
Shortcuts to Photo Retouching, by Wardell	1.00	.50
Face of New York, Feininger	5.00	3.50

AMPHOTO
33 W. 60th New York 23, N. Y.
(Add 3% sales tax for New York City delivery)

WALL ST. Camera Exch.

"SHOP AND SWAP CAMERA CENTER"

WSC EXCH.

80 WALL STREET
NEW YORK 5, N. Y.

NEW OUTFITS at up to 60% Savings!

Brand New LATEST AUTOMATIC

EXAKTA VX

SINGLE FLASH POST MODEL

• Single Flash Post • Internally Improved Shutter • Body Lock • New Exposure Counter • Standard Rewind, etc.

43.50 PLUS your old Exakta VX (Body for Body)

$78.50+Your Exakta V	$49.50+Your Contax IIIA
98.50+Your Exakta I, II	108.50+Your Praktiflex FX
68.50+Your Leica IIIF	88.50+Your Canon IVS2

TRADE UP TO

CANON V

BRAND NEW LATEST 1957

With F1.8 Canon Extreme High Speed Razor Sharp Lens

58.50 Plus Your Leica IIIF with F2 Summicron

BRAND NEW 1957

CANON 8

98.50 MOVIE CAMERA With F1.8 Canon Lens

PLUS YOUR 8mm MOVIE CAMERA WITH F1.9 LENS IN TRADE

Brand New 1957

CONTAFLEX III

59.50 Plus your Contaflex II

$76.50 plus your Contaflex I

CONTAFLEX IV, ADD $23.50 to above prices

BRAND NEW LATEST

CONTAX IIIA & IIA

• MX Flash Synchronized • Takes All Bulbs and Strobe • Standard Flash Post • Needs No Special Cord

79.50 old IIIA for new IIIA, old IIA for new IIA (Body for Body)

Brand New LATEST

RETINA IIIC

• Interchangeable Lenses • Light Value System • Self Timer • Fully Synchronized • Rapid Wind • Light Meter.

99.50

Plus Your 35mm Rangefinder Camera in Trade

$59.50+Your Vitessa "L"	$48.50+Your Contaflex II
88.50+Your Vitessa MX	87.50+Your Argus C4
79.50+Your Contessa MX	69.50+Your Retina IIA

BRAND NEW LATEST 1957

AIRES III

• F1.9 Ultra Speed Lens • Speeds 2/3-1/500 Sec. • Rapid Film Wind • MX Synchronization • Brilliant Viewfinder • Focus 20" to Infinity

72.50 Plus Your 35mm Rangefinder Camera in Trade

BRAND NEW LATEST 1957

KONICA III

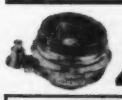
• F2 Hexanon Lens • Rapid Film Transport • Speeds 1-1/500 Sec. • Self Timer • Luminous Viewfinder • MX Synchronization

79.50 Plus Your 35mm Rangefinder Camera in Trade

SPECIAL!

35mm F3.5 AUTOMATIC

TRAVEGON WIDE ANGLE LENS



49.50 Plus Your 35mm Angenieux

35mm F2.8 Automatic Flektagon 59.50 Plus Your 28mm Angenieux

58mm F2 Automatic Biotar 59.50 Plus Your Preset Biotar

MORE LOW COST TRADES

Hasselblad 1000F	$118.50+Your Rollei 2.8E		
Exakta "66"	89.50+Your Rollei 2.8D		
Linhoff Super Technika	219.50+Your Pacemaker Graphic		
Leica M3	119.50+Your Leica IIIF (self timer)		
Leica IIIF (Self Timer)	49.50+Your IIIF (Red dial)		
Leica IIIF	59.50+Your Leica IIIC		
Minox IIIS	49.50+Your Minox III		
Alpa 7	128.50+Your Leica IIIF		
Nikon S-2	59.50+Your Leica IIIF		
Nikon S-2	59.50+Your Contax IIIA		
Praktina FX	68.50+Your Leica IIIF		
New Rolleiflex 2.8E	117.50+Your Rollei 2.8D		
New Rollei 3.5G Planar	97.50+Your Rollei LVS		
New Rolleiflex LVS	68.00+Your Rollei MX		

"WORLD'S FINEST OPTICS"

BRAND NEW

SOLIGOR

135mm F2.8 PRE-SET LENS

FOR EXAKTA, EXA, PENTACON, CONTAX, S & D, PRAKTICA.

• Top quality high speed lens • True telephoto; extremely sharp • Mighty color corrected • Hard Ctd. on all surfaces • New chrome & anodized mount

NOW 47.50 Reg. $89.95

De Luxe plush-lined case $6.50

	Regular	Special
135mm F3.5 preset for Exakta, Praktica	69.95	34.50
1" F1.1 for 16mm	129.95	89.50
1" F0.95 for 16mm	179.95	124.50
1½" F1.0 for 8mm	99.95	69.50
3/4" F1.5 for 16mm	99.95	69.50
135mm F4.5 for Argus C-3	49.95	34.50

RETINA IIIC

COMPLETE OUTFIT

HERE'S WHAT YOU GET:

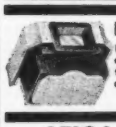
• 1957 Retina III C • 50mm F2 normal lens • 35mm F3.6 Curtar wide angle lens • 80mm F4 Longar telephoto lens • 35-80 Optical finder • 3 Lens shades • B.C. Flashgun • Deluxe chrome-trim leather case

SAVE $150.00

BRAND NEW

REGULAR $389.00 NOW 239.00

Penta-Prism RANGEFINDER



For Exakta and Exa cameras. With rangefinder glass and leather case. Reg. $85.00.

22.50 BRAND NEW

Rangefinder Insert Alone $8.75

LEICA & CANON SALE!

	Reg.	Special
Leica IIIF, F2 ctd. Summicron	336.00	179.50
Leica M3, F2 ctd. Summitar	439.00	239.50
Canon V, F1.9 ctd. Canon lens	350.00	197.50
Canon V, F1.2 ctd. Canon lens	450.00	289.50
Canon V, 35mm F1.8 Canon lens	350.00	224.50

LENSES FOR CANON, LEICA

	Reg.	Special
25mm F3.5 Canon w.a.	175.00	119.50
28mm F3.5 Canon w.a.	134.00	87.50
35mm F2.5 Angenieux w.a.	99.50	54.50
35mm F3.5 Summaron w.a.	105.00	69.50
35mm F1.8 Canon w.a.	150.00	99.50
50mm F1.2 Canon	250.00	159.50
50mm F2 Summicron	156.00	89.50
85mm F1.9 Canon	170.00	79.50
90mm F4 Elmar	96.00	64.50
90mm F4 Elmar collaps	156.00	97.50
135mm F4 Hektor	138.00	94.50
135mm F3.5 Canon	130.00	88.50

SAVE A BUCK DEPT.

Contax D, F2.8 preset Tessar	$ 69.95
Contessa, F2.8 Tessar, MX	68.50
Contaflex II, F2.8 Auto Tessar	99.50
Prominent, F1.5 Nokton, latest	127.50
Alpa 7, F1.9 Auto Xenon	267.50
Exakta I, F3.5 lens	49.50
Exakta II, F2.8 lens	64.50
Exakta V, F2 Xenon	99.50
ExaktaVX, F2 Biotar	139.50
Argus C3, F3.5 lens	26.75
Bolsey "C" Reflex, F3.2 lens	28.50
Minox III, F3.5 lens	67.50
Retina IIA, F2 Xenon	64.50
Retina I, F3.5 lens	23.50
Rolleiflex MX, F3.5 Tessar	99.50
Rolleicord IV, F3.5 Xenar	62.50
Contax III, F2 lens	88.50
Contax IIA body, Synchronized	69.50
Contax IIIA, F2 ctd. Sonnar	169.50
Nikon S1, F1.4 Nikkor, MX synch	148.50
Revere 888d Projector	99.50
American Optical Executive 500 Auto proj.	49.95
FR II Electronic Flashgun	29.95
Ultrablitz 480S	42.50
Ultrablitz Jet Electronic Flashgun	43.50
Ultrablitz Matador ILS	64.50
Ultrablitz Reporter IIS	89.50
100mm F3.5 preset Short Mount lens	17.25
Folding Bellows	11.50
40mm Macro Kilar "E" lens	62.50
40mm Macro Kilar "D" lens	79.50
180mm F2.8 preset Sonnar	187.50

Everything used unless otherwise specified

EXAKTA VX OUTFIT

BRAND NEW

Reg. 592.90 NOW 258.50

HERE'S WHAT YOU GET!

*DISC.

• Brand New Exakta VX* • 58mm F2 Pre-set Biotar Lens • Penta Prism Finder (Ihagee) • Split-Image Rangefinder Insert • Extra Ground Glass Insert • 135mm F3.5 Pre-set Telephoto Lens • Exakta Extension Tube Set for Close-Ups • Exakta B.C. Flashgun • Leather Case

FREE EXPOSURE METER

Latest model Exakta VX instead of discontinued model, add ____ $29.50

Fully Automatic Biotar lens instead of preset Biotar, add ____ $49.50

Extra Waist level and Sports Finder ____ $12.95

BRAND NEW 1957

EXA MX OUTFIT

• New 1957 EXA MX • 50mm F2.8 Westar Click-Stop Lens • Penta Prism Finder • Split-Image Rangefinder Insert • Extra Ground Glass Insert • 100mm f4.5 Exa Telephoto Lens • Exa Extension Tube Set • Exa B.C. Flashgun • Leather Case

Reg. 216.50

50mm F3.5 Zeiss Tessar instead of Westar, add $17.50

50mm F2.8 Automatic Westenar instead of Westar, add $37.50

NOW 99.50

Extra Waist level and Sports Finder ____ $12.95

BRAND NEW 1957 Automatic

PENTACON OUTFIT

Regular 413.70

NOW 159.50

HERE'S WHAT YOU GET!

• 1957 Automatic Pentacon • 50mm F2.8 Automatic Westenar Lens • Prismatic Viewfinder • Strobe & Bulb Synchronization • 100mm f4.5 Pentacon Telephoto Lens • Extension Tube set for Close-Ups • Pentacon B.C. Flashgun • Leather Case

FREE—Photo Electric Exposure Meter

F2 Automatic Westagon instead of Westenar Add 19.50

Brand New Latest

PRAKTICA FX OUTFIT

Reg. 217.20

NOW 89.50

HERE'S WHAT YOU GET!

• Brand New Praktica FX • Optical Eye-Level Sports Finder • 50mm f2.8 Westar Click-Stop Lens • 100mm f4.5 Telephoto Lens • Extension Tube Set for Close-Ups • Leather Case • BC Flashgun

New Single Flash Post Model

Above Outfit with 50mm F2.8 Zeiss Tessar preset or 58mm F1.9 Primoplan preset instead of 2.8 Westar, complete ____ $104.50

Same Outfit, but with 50mm F2.8 Automatic Westenar lens instead of Westar, complete ____ $127.50

Same Outfit, but with 50mm F2 Automatic Westagon instead of Westar, complete ____ $144.50

Genuine Zeiss Penta Prism Finder, regular, $29.95 ____ NOW $13.95

"SHOP AND SWAP CAMERA CENTER"

WSC EXCH.

WALL ST. CAMERA EXCH.
80 Wall St., New York 5M, N.Y.
Dept. M67

Phone: HAnover 2-8060-61

☐ I WANT TO BUY. Rush best offer on ____

☐ I want to trade. Rush best offer for my ____

Name ____
Address ____
City/Town ____ State ____

☐ Send Copy of Wall St. Cam. News Free!

* All our merchandise fully guaranteed 1 year. 20 day return privilege.

BASS SAYS SAVE MONEY

47 Years of Guaranteed Satisfaction

BASS SAYS — "SAVE MONEY THE GUARANTEED BASS WAY" —

Brand New KODAK RETINA IIIC

Bass Special **$119.50**

F.2 Lens, Combined RF and viewfinder. Built-in meter.

Retina IIc ---------- Bass Special	$87.50
Longar Tel. Lens ----------	54.50
Curtar Wide Angle Lens ----------	42.50
Universal Finder ----------	13.50
Retina Case ----------	9.95

Brand New SKY 35

45mm coated f/3.5 lens, coupled RF, synch. shutter, speeds to 1/200 sec.

Bass Special **$29.95**

Brand New BELL & HOWELL 200EE

16mm Electric Eye Camera with ctd. F/1.9 lens. Electric Eye, Automatic Exposure Control, 5 speeds, Single Frame Device. **$199.00**

Bass Special

With Your Magazine Camera In Trade

EXTRA BONUS OFFER—SAVE 50%

BETTAR TELEPHOTO LENS FOR B&H 200EE

Reg. $59.95

Bass Special **$29.95**

Brand New BOLSEY JUBILEE OUTFIT

Camera . Case . Flash

Features new Set-O-Matic F:2.8 Steinheil lens. Shutter speed 1/200 sec. Genuine leather case. Bounce lite flash gun.

Reg. $79.50

Bass Special **$49.50**

Brand New UNEEDA LENSES

Convert your present lens to wide-angle or telephoto. Uneeda lenses more powerful than ever. Uneeda tele and wide angle lenses, with case. Fits all Ser. V Adapters.

Reg. $42.50

Bass Special **$24.95**

Ser. V Adapter, Spl. ----------$1.65

Fresh Dated Kodak Color Film

Buy Three Rolls and Save

		3 Rolls
35mm Kodachrome, 20 exp ----	5.55	4.44
35mm Kodachrome, 36 exp ----	7.80	6.24
35mm Ektachrome, 20 exp ----	5.55	4.44
8mm Kodachrome, 25 ft roll --	7.20	5.75
8mm Kodachrome, 25 ft. magazine ----------	11.25	9.30
16mm Kodachrome, 50 ft magazine ----------	17.85	14.75
16mm Kodachrome, 100 ft roll--	21.45	17.15
620 or 120 Kodacolor --------	3.75	3.00
620 or 120 Ektacolor --------	3.75	3.00
828 Kodachrome ----------	3.00	2.40

Original Factory Cartons. Guaranteed fresh dating. Genuine Eastman Kodak Factory packed film. Not reloads.

Add $1.00 FOR Post. & Ins. On Above Items

(on Film Add 15¢)

Guaranteed Satisfaction or Your Money Back In Full

Quality Cameras Since 1910

From the camera crossroads of the world

Bass Camera Co.

Dept. M-657

179 W. Madison St. Chicago 2, Ill.

STate 2-7410

Order by Phone or Mail—Ask for new Catalog

CAMERA CLUBS

(Continued from page 128)

darkroom items or studio lights. Much depends on the gift of gab of the auctioneer. The Greater Lynn Camera Club of Lynn, Mass., chose their member Jack Sheehan—a "glib salesman who could sell fire insurance to sharks," or so says their bulletin. He was so eloquent that they added $29 to their projector fund.

This same club has a lot of fun with scavenger hunts, which I believe are based on almost impossible assignments, such as getting a picture of yourself riding a hook-and-ladder wagon from the Fire Department. Their member Bob Bowers made out all right when he persuaded the Department to back a large piece of equipment into the street so he could get his shot. He also induced the supervisor at the telephone exchange to line up her operators and let him choose the prettiest. A fine, cooperative city is Lynn, Mass.

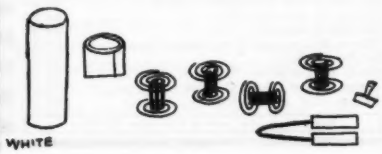
Spare that projectionist!

A good many clubs lament the clumsiness of members who mount their slides with bungled tape that sticks in the projector, or put the dot in the wrong place. They should take the miscreants by the ear and explain that you hold the slide up so you see it as it should look on the screen, and stick a paper dot on the lower left-hand corner. Turned upside down, the dot is then at the upper right corner and the operator gets it into the projector correctly.

The Reading Camera Club, Reading, Pa., has started a new feature in its bulletin—a Question Box. Members mail in questions on their photographic problems to the bulletin editor, who provides the answers in the next issue of the bulletin. I wish Ted Rapp, the editor, would let me know how this works out. No too-lazy-to-write members in Reading, I hope—for your sake, Ted.

Community service

Camera clubs can often do a good turn for local charities. The Jamaica Camera Club has made publicity pictures for the Federation of the Handicapped in New York. The Springfield Photographic Society of Springfield, Mass., and many other clubs, collect color slides—either duplicates or slides no longer wanted—and pass them on to veterans' hospitals to be shown to patients. These kindly services do not require much time or effort, and they make everyone proud to belong to the great world-wide brotherhood of shutterbugs.—THE END



OUTSTANDING VALUES

DEVELOPING SERVICE AVAILABLE

100' 16mm B&W $1.25
8mm 25' double ..... .60

MOVIE FILM

Size	B&W	Color
8mm 25' dbl. roll	$1.15	$2.25
8mm 25' dbl. mag.	1.75	3.00
16mm 100' B & W available in both sound or silent	2.50	5.95
16mm 50' magazine	1.90	3.50

Processing included—

With purchase of 6 rolls B & W of any size—ONE FREE

16mm Kodachrome, 100 ft. roll $4.95

To be sent directly to Eastman Kodak for free processing.

35mm COLOR FILM

Available in tungsten and daylight

Available in ANSCO TUNGSTEN 35mm x 100'--$22.00

AERO EKTACHROME—DAYLIGHT SPEED—100 ASA 20 exp. rolls, including proc. --------$1.50 (3 for $4.25)

20 exp. rolls INDOOR ANSCO COLOR $1.00 (3 for $2.75)

AERO EKTACHROME CHEMICALS—1½ gal. ---$2.95

Bulk MOVIE FILM 8mm or 16mm

1500' (30 50' rolls) $11.50 16mm

50' rolls .45 8mm & 16mm 100' rolls .90 8mm & 16mm

1350' (25' rolls) $9.95 16mm

400' rolls $3.60 8mm & 16mm

(this is a fine grain)

PANCHROMATIC REVERSAL FILM

Processing not included

35mm BLACK & WHITE BULK

ANSCO FINOPAN $1.25 (Weston 24) Kodak Super X or Double X $1.40

ROLL FILM

#127, 120, 620, 116, 616 Black & White 10 for $1.95

120 & 620 color ..... 75¢ a roll

35mm 20 exp. B&W ..... 25¢

35mm 36 exp. B&W ..... 49¢

AERO EKTACHROME #120 and #620 Weston 40 ..... 3 for $2.85

35mm 36 exp. TRI X ..... 50¢ a roll.

Minimum order 4 rolls

SPECIAL OFFERING IN 8mm AND 16mm COLOR SUBJECTS

(CARTOONS AND FAIRY STORIES)

50 ft. 8mm	$ 2.00
200 ft. 8mm	7.50
100 ft. 16mm	5.00
400 ft. 16mm	20.00 (silent)
400 ft. 16mm	25.00 (sound)

MOVIE FILM SPECIAL

100' 8mm double

Packed on 4 Camera spools 25' **$1.79**

processing not included

PHOTOGRAPHIC CONTACT PAPER

Eastman Kodak SW Semi-matte—Contrast #4

100 sheets per box 10 x 10 ..... $2.50

ANSCO COLOR IN BULK

16mm—4c per ft. ..... min. order 50 ft.

8mm—25 ft. on camera spools $1.25

100' 8mm $5.00

(Processing not included)

CLEARANCE SALE

SOUND OR SILENT CARTOONS APPROX. 400 ft. ..$4.95

For Home Use Only

AVAILABLE IN 8mm and 16mm THE FOLLOWING FULL VERSION REELS

The 8mm is approximately 200 ft. and 16mm approx. 400 ft. each reel.

CHARLIE CHAPLIN COMEDIES—1 reelers—NEW JANITOR: MABEL'S BUSY DAY, FILM JOHNNY, BETWEEN SHOWERS, CAUGHT IN THE RAIN, HIS NEW PROFESSION.—2 reelers—IN THE BANK, NITE AT THE SHOW, THE CHAMPION, THE TRAMP, HIS NIGHT OUT, DOUGH AND DYNAMITE. The price for silent is $10.00 per reel and for sound $12.50 per reel. 8mm $5.00 per reel.

MACK SENNETT BATHING BEAUTIES—one-reelers $10.00 per reel and $20.00 for two-reelers. Full version approx. 400 ft. 16mm each. 8mm $5.00 per reel.

GRANTLAND RICE SPORTS—available in 8mm approx. 200 ft. each and 400 ft. approx. Price 16mm $10.00 silent and $12.50 sound. 8mm $5.00 per reel.—RUNNING THE SCALES, SPORT AFLOAT, GRIDIRON GLORY, BULLS EYE, SUN AND SNOW, SELF DEFENSE, MONARCHS OF THE FIELD, SON OF SWAT.

HAL ROACH COMEDIES—Snub Pollard & other famous stars. full version—available in 8mm approx. 200 ft. $5.00 per reel—16mm $10.00 silent per reel and $12.50 sound. Approx. 400 ft.

ORIGINAL OUR GANG COMEDIES—available in 8mm and 16mm $5.00 for 8mm approx. 200 ft. $10.00 per reel for 16mm silent approx. 400 ft. per reel—available in 1 and two reelers.

Include postage with all orders

CINEPIX, INC.

Dept. M, 243 West 55 St., N. Y. 19, N. Y.

127 EKTACHROME

(Continued from page 65)

someone actually knows beforehand that you are shooting. You simply hold it casually, glance down in the ground glass and shoot when you have the shot."

The "baby" Rolleiflex compares in size with a 35mm. In fact, its total bulk is less than that of some 35mm cameras.

It seems that Franke & Heidecke, manufacturers of the Rolleiflex, have the same notion about the possibilities of the revitalized 127. A modernized version of the "baby" Rolleiflex will be available. (For full details see *page 46*)

In addition, Eastman is introducing an inexpensive, box-type camera which will accept the new film and incorporating a modified Light Value System.

Other manufacturers have already shown interest in the 127 size. One of the main reasons for the interest, aside from the color film motivation, is the existence of lenses that can be adapted to eye-level 127 cameras without important changes in optical design. Many of the lenses used for 35mm cameras are certain to be found on future 127 cameras using the square format.

Summing it all up, this is how we see it: a new size that will fall between 35mm and 2¼ x 2¼. Super-size slides without waste. And finally, the birth of a new class of cameras.—M. A. MATZKIN

WESTON AND POLAROID

(Continued from page 66)

For most situations, with subjects of average contrast, Brett found that one minute development produced satisfactory results. However, with low contrast scenes he sometimes developed for two or two and a half minutes. Very extended development causes a "gilding" effect to take place in the black areas of Polaroid prints. However, this has no ill effect on the print, nor does it show up in copies or engravings.

All Weston's work was done without tripod. However, since the films he was using had a very high speed, exposures could still be sufficiently short, so he was not troubled by camera movement.

After his work with the Polaroid, Weston wrote (perhaps with a faint touch of surprise) that he had been "deeply impressed with its potential and results."—DODY WARREN

This is only one of three articles in this issue which are of importance to owners of Polaroid Land cameras. On page 26 is John Wolbarst's column Pictures in a Minute. *And on page 40 is Lloyd Varden's column* What's Ahead?, *featuring the first public discussion of the possibilities of a Polaroid Land color film.*

35mm COLOR SLIDE DUPLICATING
MOUNTED 17¢ ea.
20 FOR — $3.00

35mm COLOR DEVELOPING
ANSCOCHROME (MOUNTED) EKTACHROME — 1 ROLL 1.00, 3 ROLLS 2.50
120-620 ANSCO OR EKTACHROME — 1 ROLL 1.00, 3 ROLLS 2.00

KODACHROME
FACTORY FRESH 1 YR. EXP. DATE
PROCESSING INCLUDED IN PRICE
35MM — 20 EXP.
3 ROLLS 6.95
5 FOR 11.49
10 FOR 21.75
35MM — 36 EXP.
3 ROLLS 10.45
5 FOR 17.19
10 FOR 32.99
8MM — 25 FT. DOUBLE
3 ROLLS 8.35
5 FOR 13.50
10 FOR 26.49
16MM — 100 FT.
1 ROLL 7.65
3 FOR 22.50
5 FOR 36.90

35mm ANSCOCHROME OR EKTACHROME (not Aero).
20 EXP. — 3 For 3.99, 10 For 12.89
36 EXP. — 3 For 5.95, 10 For 18.50

THIS IS PANORAM'S SPECIAL SUPER-SIZE
COLOR PRINT
ONLY 20¢ EACH
(FROM 35MM ONLY)

3½ x 3½ SPARKLING COLOR PRINTS
3x 30¢ ea. 4 for 1.00
3½ x 5 35¢ ea. 3 for $1.00
4 x 5 4x 50¢ ea. 4 for 1.90
5 x 7 5x 85¢ ea. Any 3—2.25
8 x 10 8x 1.75 ea. Any 2—3.15

COLOR PRINT ORDERS OVER $15 RETURNED VIA AIR INSURED POSTAGE PAID
PANORAM FILM LABS DEPT M6 1190 6th AVENUE • NEW YORK 36

35mm EKTACHROME OR ANSCOCHROME
20 EXP. * 36 EXP.
3 For 3.99 | 3 For 5.95
6 For 7.79 | 6 For 11.49
10 For 12.89 | 10 For 18.50

35mm BULK FILM LOADER
W 10 EMPTY CARTRIDGES 5.49
Post., Ins. 35c
PLEASE ADD 5¢ PER ROLL FOR POSTAGE AND HANDLING

KODACHROME
FACTORY FRESH—1 YR. EXP. DATE
PROCESSING INCLUDED IN PRICE
35MM — 20 EXP. * 35MM — 36 EXP.
3 ROLLS 6.99 | 3 ROLLS 10.49
10 FOR 22.00 | 10 FOR 32.49
8MM — 25 FT. DOUBLE | 16MM — 100 FT.
3 ROLLS 8.25 | 1 ROLL 7.59
10 FOR 26.29 | 5 FOR 36.95

35mm BULK ANSCOCHROME
LOAD YOUR OWN!
For only $8.95 we give you
• 35mm Daylight Bulk Film Loader
• 28 ft. 1956 Anscochrome (notched and numbered)
• 8 Cartridges and Mailing Bags
So Quick So Easy Post., Ins. 35c

35mm KODAK TRI-X PANATOMIC-X
20 Exp. * 36 Exp.
7 Rolls $1.89 | 5 Rolls $1.99
10 for $2.39 | 8 for $3.15

35mm BULK EKTACHROME
1 YR. EXPIRATION 25% DISC PRICE
28 ft. + 8 CARTS $10.95
50 ft. + 16 CARTS 19.95
100 ft. + 35 CARTS 39.95
35¢ post & ins
PLEASE ADD 5¢ PER ROLL FOR POSTAGE AND HANDLING

WESTERN PHOTO SALES BOX 46025, Dept M6 COLE BR., HOLLYWOOD 46, CALIFORNIA

ONE HAND
sets up the
DA-LITE SCREEN
in just 6 seconds

Study
paier school of PHOTOGRAPHY
Portrait
Commercial
Approved for Veterans
DEAN WILLIAM GERDES
1172 Chapel Street, New Haven, Connecticut

RARE BOOKS
Just discovered: several copies each of Epstean's translations of "History of the Discovery of Photography" by Potonniee; "History of Photography" by Erich Stenger; "The Truth Concerning the Invention of Photography" by Victor Fouque. Mint copies. Sent postpaid $3 each to first cash orders received.
AMPHOTO, Dept. A, 33 West 60th St., New York 23

FOR SALON QUALITY PRINTS
SUN RAY
America's Best Enlarger Buy
From $52.50
AT LEADING DEALERS OR WRITE FOR LITERATURE
SUN RAY PHOTO CO., INC.
301 Lafayette St.
New York 12, N. Y

BE A CAMERA CRAFTSMAN...
Many are needed in this big paying field and now... YOU can learn to repair cameras using manufacturers' service methods at home...in your spare time! Instructions, tools, practice equipment—everything you need is included in this approved course!
Write for big FREE illustrated booklet that tells you HOW!
SEND FOR FREE BOOK!
national camera repair school

AWON PHOTOGRAPHIC DISCOUNTS !!!

All Brand New with Manufacturers' Guarantees

EXCLUSIVE—RADIANT
Portable Tripod Screens
Crystal beaded 1956 Model

With new VYNA-FLECT fabric. These screens are guaranteed for life—fireproof, fungus proof, and washable. No other screens at these prices have all these higher-priced features.

SPEC.		SPEC.	
30 x 40	$9.95	37 x 50	$14.95
40 x 40	10.95	50 x 50	15.95

Screens are shipped R.R. Expr. collect postage

Brand New
FEDERAL Enlargers
CLEARANCE CLOSE-OUT SPECIAL

	List	SPECIAL
35mm 135C, f4.5 lens	$54.95	$35.95
Model 135C, Carrying case	9.95	6.95
FOR 2¼ x 3¼ NEGATIVES		
No. 240, Diffused, f7.9 lens	$29.95	$20.95
No. 260, Diffused, f6.3 lens	$43.95	26.95
Carrying case for 260	9.95	6.95
No. 260CL, Cold Light, f6.3	$57.95	39.95
No. 311, Sgl. Cond, F4.5	$79.95	55.89
FOR 4x5 NEGATIVES		
No. 450, Diffused, f4.5 lens	$119.95	77.65

Brand New! 40% OFF!
SUNRAY ENLARGERS & EASELS

	Reg.	AWON PRICE
Zenith 35mm, Dble. Cond., 2", f4.5 lens	$74.50	$45.00
Same, Less lens	59.50	36.00
Master Craft 23, 35mm to 2¼ x 3¼", f6.3 lens	47.50	29.00
Arnold D, Cond. & Diff., f4.5 lens, 35mm to 2¼ x 3¼"	92.50	55.50
8 x 10 Easel, Steel, w/scale	5.50	3.30
11 x 14 Easel, Steel, w/scale	7.75	4.60

Brand New! Famous Make

ELECTRONIC FLASH

- Needs only 4 small batteries
- Exposure calculator dial
- Hand-Grip head for "off-the-camera" shots
- Switches easily to AC power
- GE flash tube gives constant flash value and exposure
- Comes with 4 batteries, camera bracket, and AC line cord.
- **ONE YEAR GUARANTEE!**

List Price..$54.50 AWON SPECIAL.. $29.95

ELECTRONIC FLASH OUTFITS

BRAND NEW	Reg.	AWON PRICE
Ultrablitz Jet, A.C. or Batt	$70.00	$44.95
Ultrablitz Matador S w/batt	99.95	49.95
DeJur Mecablitz	54.95	35.95
Hershey "700" A.C. and Batt	54.95	34.95
RI DYNALITE A.C. or Batt	24.95	19.95

And your old flashgun in trade

SPECIAL SALE—ALL METAL
REEL CHESTS
REEL & CANS

CHEST 183—Holds 12 200' 8mm reels and cans	$2.49
CHEST 185—Holds 12 300' 8mm reels and cans	2.79
CHEST 184—Holds 12 400' 16mm reels and cans	3.69
8mm 200 ft. REEL & CAN—4 sets for	2.49
8mm 300 ft. REEL & CAN—4 sets for	2.95
8mm 400 ft. REEL & CAN—4 sets for	3.65
16mm 400 ft. REEL & CAN—4 sets for	3.65

4-LITE FOLDING MOVIE BAR LIGHT
with sturdy metal case and 7 ft. HEAVY duty cord

reg. $16.95 **SALE $7.50**

Bulbs remain on bar when in case $1 each with purchase of bar.

EDITING EQUIPMENT

	Reg.	SALE
Mansfield 8mm Action Editor	$39.95	$18.95
Mansfield DeLuxe 8mm Portable, w/case	46.00	25.95
Kalart 8mm Action Editor	39.95	28.95
Craig 8mm or 16mm Portable w/case	79.50	53.95

All Editors include Rewind, Splicer & Baseboard

Imported Soligor Movie Lenses

In "D" Mounts for 8mm Movie Cameras

	Reg.	Sale
6.5mm, f1.9, W.A., Fixed	$44.95	$28.95
7mm f2.5, W.A., Fixed	29.95	17.95
1½", f3.2 Telephoto, Fixed	12.95	8.95
1½", f2.5 Telephoto, Focusing	26.95	15.95
1½", f1.9 Telephoto, Focusing	38.95	24.50
1½", f1.4 Telephoto, Focusing	49.95	29.50
1½", f1.0 Telephoto, Focusing	99.50	49.50

For Kodak 8mm Mag. Movie Cameras

6.5mm, f1.9, W.A., Fixed	49.95	33.50
1½", f1.4 Telephoto, Focusing	54.95	34.50

In "C" Mounts for 16mm Movie Cameras

13mm, f1.5, W.A., Focusing	89.95	62.95
17mm, f2.5, W.A., Focusing	34.95	23.50
3", f1.5 Telephoto, Focusing	99.95	69.50
3", f2.5 Telephoto, Focusing	42.50	25.95
3", f3.5 Telephoto, Focusing	32.50	19.95

8mm LENS SET—Hard ctd., 1 yr. guarantee against optical defects.
1½ f3.2 Telephoto, Focusing mount—only $ 8.95
7mm f2.5 Wide Angle, Fixed—only 12.95
SPECIAL OFFER—both of the above lenses only $18.95

CLEARANCE SPECIALS

LIMITED QUANTITIES! Many below dealers cost! All guaranteed BRAND NEW! First come, first served! ORDER NOW!

ILOCA Stereo II, f3.5 lenses, reg. $125	$44.95
Westar f4.5 100mm lens for Exacta, etc.	14.95
35mm Bolsey B-3 kit, f3.2 lens, w/case & flash	41.95
35mm AO Shot 300 watt projector	25.95
35mm Super Paxette, f2.8 lens, RF, w/case	37.95
Flexaret 120 Twinlens Reflex, f3.5, w/case	37.95
New ARGUS C-3, f3.5 ctd w/case & flash	$47.95
New ARGUS C-4, f2.8 ctd w/case & flash	69.95
New ARGUS C-44, f2/8 ctd w/case & flash	79.95
Bower Golf 120 folding camera, f6.3, w/case	$18.95
Bower X, 120 folding camera, f4.5, w/case	26.95
35mm Edixa I, 35mm, f3.5 Vario, w/case	19.95
8mm VISTASCOPE wide screen lens, list $75	55.00
16mm VISTASCOPE wide screen lens, list $125	87.50
Radiant 16mm wide screen lens for the profess.	99.50
Mansfield Auto-Splicer, 8mm/16mm, reg. $9.95	$ 4.95
Weston Master II exposure meter w/case	18.95
KODACHROME, 35mm x 20 exp.-1957 Date—6 for	8.25
SPOT-O-MATIC enlarging meter, list $12.50	8.75
Premier A2 Roto Dryer, 12x29, list $27.50	16.95

TRIPOD SALE!

	Reg.	SALE
Quick Set Champ II, 3 Sect., Elev., w/Pan Head	$34.00	$22.95
Quick Set Husky II, 3 Sect., Elev., w/Pan Head	47.00	32.95
Star D-18, 3 Sect., w/Pan Head	15.40	8.97
Star D Conquest, 3 Sect., Elev., w/Pan Head	21.50	13.30
Continental Mark III, 3 Sect., w/Swing Over Tilt and Monoped	25.95	16.95
SPECIAL! Quick Set Elevator, 3 Sect., w/Pan Head	29.95	16.88

MOVIE PROJECTOR SALE!!
"Holiday"

500 Watt, 8mm Movie Projector

EXCLUSIVE AWON SPECIAL! ! ! ! You recognize the famous manufacturer's name. You've seen it selling for as much as $20 more in most leading camera stores. Now AWON smashes the price for this limited offer. All **ALUMINUM DIE CAST** construction. 400 ft. reel capacity. Coated f1.6 lens. High intensity blower cooled. Lifetime lubrication. ORDER NOW while the supply lasts!

AWON SPECIAL! Projector $39.95 Case $4.95

PORTABLE SLIDE FILE CASES

- For Tray & Magazine
- Fits TDC: KODAK: ARGUS: REVERE & AIREQUIPT

Model 12 (12 Trays) . . . Reg. $ 9.75	$5.95
Model 24 (24 Trays) . . . Reg. $11.95	$7.95
12 Viewlex or TDC trays (Holds 432 slides)	$ 4.95
12 Airequipt trays (Holds 432 slides)	16.95

NEW EXPOSURE METERS

Reg.		SPEC
$9.95	Alpex Direct Reading w/case	$5.95
8.95	Sekonic Leader DeLuxe, w/case	6.50
9.95	Sekonic Compact, w/case	6.50
32.50	Norwood Director M-2	23.95
26.95	DeJur Dual-Professional	17.95
26.50	GE DW-68	17.95
32.50	GE PR-1 w/case	19.95
32.50	Weston Master III w/case (dem)	22.75
33.45	Weston Master II w/case	18.95
34.50	GE Guardian w/case	23.50
18.00	Weston DR, Dir. Reading w/case	12.95
	Case for any of above	1.95

BRAND NEW! 1957 MODEL! AIRES III
35mm with High Speed f 1.9 lens

SAVE $36 on this special **AWON DISCOUNT DEAL.** Special features include rapid film wind, speeds 1/2 to 1/500 sec, full MX sync., brilliant rangefinder-viewfinder, focus from 20" to infinity. **LEATHER CASE INCLUDED FREE** of extra cost if you order promptly.

Total List $115.90 AWON SALE $79.95

SCOOP! Famous 135mm Telephoto Lens for ARGUS C-3 NOW only $2.

ARGUS C-3 35mm camera w/case, flash & reg. lens $66.50
SOLIGAR 135mm f4.5 Tele lens—reg. $49.50 ..... 2.00

BUY BOTH at this sensational price..$68.50

KODACHROME PROCESSING

35mm x 20 exp., mtg.	$1.05
35mm x 36 exp., mtg.	2.05
8mm x 25 ft. dble.	1.05
8mm x 25 ft. mag.	.65
16mm x 50 ft. mag.	1.05
16mm x 100 ft. roll	2.55

All film returned via insured mail. Check or Money Order must accompany film.

BELL & HOWELL Sale
ALL BRAND NEW—ALL LATEST MODELS

	LIST	AWON PRICE
8mm MOVIE CAMERAS—roll film		
Wilshire #220, f2.5 lens	$ 39.95	$ 29.95
Monterey # 252, f2.3 lens	49.95	36.95
Companion #134W, f2.5 lens	89.95	64.95
Sportster #134V, f1.9 foc mt lens	129.95	89.95
Auto-8 Voyager #172B, f2.5	134.95	94.95
Auto-8 Explorer #172A, f1.9 foc mt	199.95	138.50
Montercy de luxe 252B f1.9	59.95	42.00
16mm MOVIE CAMERAS—magazine		
Electric Eye #200EE f1.9 foc.	299.95	224.95
Case for above	30.00	21.45
Auto Master #200TA turret f1.9	289.95	219.95
8mm PROJECTORS		
Monterey #253 500 watt	79.95	56.95
Monterey #253 AR 500 watt	99.95	69.95
Regent #122 LC 500 watt	159.95	112.95
Regent de luxe #122 LR 500 watt	179.95	127.95
16mm PROJECTORS		
Statesman #273, 750 watt	199.95	142.95
Filmosound #385C 1000 watt, sound	479.95	346.95
SLIDE PROJECTORS		
Robomatic, all auto. 500 wt, w/case	149.50	106.00
Headliner #303, w/case	59.50	42.95
Headliner #303 w/remote control & case	83.00	66.50
TDC #D w/airflow case	79.50	55.45
Streamliner 500 watt w/case	89.50	66.50
Streamliner Duo 500 wt. for 2x2 & 2¼ sq.	84.50	62.95

Brand New! Famous
SOLIGAR Reflex Camera Outfit

featuring the Soligar I—Twin lens Reflex with f3.5 ctd. lenses; Speeds to 1/300; FX Synch; Ground Glass Focusing; Geared Coupled Focusing Lever; Body shutter release.

List $34.95 ..... Soligar I
List 7.95 ..... Case
List 5.95 ..... Flashgun

A $48.85 value at AWON'S special combination price of $26.95

REFLEX II	List $47.95	$35.95
REFLEX III	List $59.95	$42.95
REFLEX 66	List $99.50 Demonst.	$69.50

Brand New! Amazing Value!

MINOLTA AUTOCORD

Automatic wind, sharp f3.5 lenses; MX synch.

Reg. $99.50 SPECIAL. $69.50

Minolta Autocord "L"
w/built-in exposure meter, Light value scale, Reg. $124.50

AWON PRICE $87.50
and your old camera
Case $9.95

AWON FILMS

Postage & Insurance must be prepaid. Items marked "FREE" must be requested at time of purchase to be acknowledged.

108-M West 29th Street, New York 1, N. Y. LA 4-6376

AWON FILM DISCOUNTS !!!

108-M West 29th Street
New York 1, N. Y. LAckawanna 4-6376

This 1958 dated film is in its original sealed package *fully guaranteed by the manufacturer. Dep. or Tung. Price includes processing & mounting (35mm).*

Size Lots of 3—EA.	Kodachrome
8mm x 25' dble. roll ...	$2.65
8mm x 25' dble. mag. .	3.50
16mm x 50' mag.	5.25
16mm x 100' roll	7.75
35mm x 20 exp.	2.45
35mm x 36 exp.	3.80

BULK FILM SPECIAL

1—Brand New Daylight Film Loader
100'—fresh dated negative film
5—film cartridges

$5.95

MOVIE FILM

Fast, fine grain, panchromatic ASA 50.
Prices include new fast processing service.

8mm x 25' dble. roll	$1.10
BOLEX 8mm x 100' dble. roll	3.50
16mm x 50' mag.	1.75
16mm x 50' mag. Plus X or XX	2.00
16mm x 100' Ansco	2.75
16mm x 100'	2.50
16mm x 100' Kodak Plus X	2.95
16mm x 100', Sound, ASA 50	3.40
16mm x 50' roll, Plus X	1.50
16mm x 100' Kodak Super XX ASA 100.	3.25
8mm Mag. B. & W.	2.00
16mm x 100' Sound Perf	3.25
16mm x 100' Tri X Sound Perf	5.25

BUY SIX . . GET ONE EXTRA FREE

Standard Double CUT FILM HOLDER

Fits all Graphics and other cameras with standard press-type spring backs.

	Reg.	SPEC.
2¼x3¼	$ 3.85	$ 2.79
3¼x4¼	3.99	2.89
4x5	4.12	2.99
5x7	4.71	3.39
* 8x10	13.00	10.40

Minimum Order—3
* No Minimum Required

AWON CHOPS KODAK PRICES

ALL BRAND NEW—ALL LATEST MODELS—Awon dares to discount even Kodak Equipment—Order Now!

	LIST	AWON PRICE
KODAK CAMERAS		
KODAK SIGNET 35mm outfit	$ 91.45	$ 64.00
KODAK SIGNET 35mm, f3.5 lens	75.00	49.50
KODAK RETINA IIIc 35mm, f2	190.00	112.00
KODAK STEREO outfit	97.25	65.00
KODAK STEREO camera	84.50	58.00
KODAK DUAFLEX IV	16.95	12.00
KODAK DUAFLEX IV flash outfit	23.75	15.95
BROWNIE HAWKEYE flash outfit	14.95	10.95
KODAK HOLIDAY flash outfit	9.95	7.10
KODAK PONY 135 model C, f3.5	36.50	27.00
KODAK PONY 135 model C outfit	49.95	35.00
KODAK SIGNET 40, 35mm, w/flash	69.00	49.95
KODAK MOVIE CAMERAS		
KODAK BROWNIE 8mm model II, f2.7	29.95	21.00
KODAK BROWNIE 8mm model II, f2.3	37.50	26.95
KODAK BROWNIE 8mm model II, f1.9	44.50	31.95
KODAK BROWNIE turret 8mm f1.9	79.50	56.00
KODAK MEDALLION 8mm mag. f1.9 foc	144.50	95.80
KODAK K100 16mm f1.9 lens	279.00	210.00
KODAK K100 turret 16mm f1.9 lens	315.00	240.00
KODAK PROJECTORS		
CINE KODAK Showtime 8mm projector	115.00	77.95
BROWNIE "300" 8mm movie proj	62.00	43.00
BROWNIE "500" 8mm movie proj	74.50	52.00
KODASCOPE ROYAL 16mm movie proj	275.00	199.95
KODASLIDE SIGNET 35mm slide projector 300 watt w/f3.5 lens, auto changer	69.50	49.95
KODASLIDE SIGNET (above w/500 watt)	82.50	59.95

Ask for the AWON DISCOUNT PRICES on all equipment

BULK MOVIE ASA 50

8mm x 400' dble. ..$5.95 8mm x 1600' dble. ..$22.00

On Camera Spools . . . No processing
8mm x 100' dble. $1.79
8mm x 25' dble. 7 for price of 6! ..... 80c ea.

MOVIE—QUANTITY DISCOUNTS
B&W ASA 50 REVERSAL. NO PROCESSING

SIZE	54 Rolls	27 Rolls	15 Rolls
16mm x 25'	$8.95	$4.95	$2.75
16mm x 50'	19.95	10.95	5.95
*16mm x 100'	49.50	29.50	17.95

*On Camera Spools

Black & White Movie Film Processing Service
8mm x 25' Dble. ..... $ .55 ea.
16mm x 100' ..... $1.00 ea.
16mm x 50' ..... $ .65 ea.

★ ★ FREE! ★ ★

With every film purchase of $25 or more—Except Kodachrome or Anscochrome—you get a FREE 1 year subscription—$4 value—to Modern Photography or another Camera magazine of our choice.

ANSCO COLOR 1956 DATE

Daylight or Tungsten

35mm x 112' $18.95
35mm x 50' 9.95
35mm x 27½' 6.95
35mm x 20 exp. in metal cartr. 1.20 ea.
6 for $5.50 12 for $10
35mm x 50' Tung $6.95
35mm x 20 exp. Tung ..... 6 for $4
620 Tungsten ..... 6 for $2.00

ANSCO COLOR—MOVIE—16mm x 100' roll—original package. Ansco processing included.
$6.50 ea. ..... 3 for $18.75

POLAROID FILM

Type 31 (Model 80) ..... 6 rolls for $ 6.00
Type 32 (Model 80) ..... 6 rolls for $ 7.00
Type 41 (Model 95A, 700, 110)..6 rolls for $ 8.00
Type 44 (Model 95A, 700, 110)..6 rolls for $10.95

MICROFILE

Perforated or Unperf.
35mm x 100' $1.98
16mm x 100' 1.75

Sale-Westinghouse FLASHBULBS

per CASE OF 120

#5	(per case)	$ 8.50
M2	(per case)	7.95
SM	(per case)	11.95
SB	(per case)	12.95

KODAK SUPER XX ROLL FILM

127, 120, 620, 116, 616 on AWON spools — 6 rolls for only **$1.00**

AERO EXTACHROME FOR MOVIE FANS—ASA 40

8mm x 100'—$4.75 16mm x 100'—$4.75
3 for $13.25 Proc. not Incl.

Aero EKTACHROME

ASA 40 with 1½ gallon processing kit

5¼ x 20' $5.95
5¼ x 40' $7.95
7 x 18' $5.95
9½ x 40' $9.95
35mm x 37½' $5.95
EXTRA—Free compensating filter with any of above.
SPECIAL—4½ gallon Ektachrome processing kit $3.95

NEW — ANSCOCHROME ASA 100

This is the genuine SUPER HIGH SPEED Color Film just released by Ansco. Be first to use this fast film. 1958 date. Original pack.

	LIST	AWON PRICE
35mm x 20 ex.	2.35	3 for $5.98
120 roll	1.75	3 for 4.50

EKTACHROME KIT — ASA 40

Original sealed carton includes 5½"x40' film, two 1½ gallon processing kits and 4 filters.

SPECIAL — $5.00

HIGH SPEED MOVIE

ASA 200, '56 date, Proc. Incl.
8mm x 25' Roll ..... $2.45 ea.; 3 for $7.05
8 or 16mm x 100' roll ..... $ 7.70 ea.; 3 for 16.20

Bulk ANSCO COLOR daylight or Tung. #534 1955 DATE

35mm x 100' $11.95
35mm x 50' 6.50
35mm x 27½' 4.00

16mm x 400' BULK KODAK REVERSAL MOVIE FILM

ASA 24 Single or Double Perforation $6.95
ASA 50 Single or Double Perforation $6.95
SUPER XX (ASA 100) Double Perforation $7.95

BAIA 8mm Film Slitter ONLY $5.45

Stop using razor blades. This slitter is a precision instrument with forged steel self-sharpening blades

8mm KODAK SUPER XX

• ASA 100 • Proc. Incl.
25' dble. ..$1.35 100' dble. .$3.95
Buy 6—One Extra Free

KODAK Negative Safety

Kodak Plus X or Super XX Microfile, Infrared, Ansco Supreme or Background X.
35mm x 100 ft. $1.98 each
FREE: 100' of ASA 24 with each 100' of above.

Kodak Background X (ASA 24) or Kodak Infrared . . . 35mm x 200 ft. ..... $1.50 ea.

SPECIAL OFFER!

Slightly outdated
AERO EKTACHROME
ASA32 • 35mmx75'
$4.95

THIS MONTH'S SPECIALS

- 70mm x 100', Super XX film ..... $ 2.95
- 120 & 620 Kodacolor, Kodak Proc. Incl. ..3 for $3.75
- Telephoto Lens, 8mm., 11½", f3.8 ..... 4.95
- Wide angle lens, 7mm, f3.2, F.F. $11.95
- Cardboard Stereo Mounts 100 for 3.50
  1000 for 28.50
- Ansco 35mm Cardboard Mounts . . . 100 ..... 1.00
  1000 for 8.50
- Daylight BULK FILM LOADER & 5 cartridges.. 4.95

All film out dated unless otherwise stated.
20% DEP. on all C.O.D. PLEASE U. S. Excess

USE KODACHROME TYPE A FILTER—TUNG

35mm McGREGOR Color or DYNACOLOR
'57 date. Proc. & Mtg. Inc.

36 Exp. ..... 3 for $6, 6 for $11
20 Exp. ..... 3 for $5, 6 for $9
12 Exp. ..... 6 for $4.75

AERIAL FILM

Recent date! In original metal containers.

LINAGRAPH Ortho Weston 24, 35mm x 100' 98c ea.
3 15/16" x 61" 5 for $1.10

INFRARED (Weston 50) 9½" x 75" $4.00
5¼" x 20" ..... 2 for $1

KODAK XX

5¼"x9' ..... 4 for $1
5¼"x20' ..... 2 for $1
5½"x50' 1.20
7"x18' 1.00
7"x125' ..... $ 5.95
9½"x75' 7.95
9½"x200' 14.95

KODAK TRI-X

5"x250' 6.95
5½"x50' 1.20
7½"x62' ..... $ 2.98
9½"x75' 7.95
9½"x200' 14.95

ANSCOCHROME, 1958 DATE ASA 32

35mm x 100' (orig factory pack) $30.00
35mm x 28' (orig factory pack) w/loader 7.98
35mm x 20 exp. ..... $1.85 ea. ..... 4 for 4.98
120 or 620 original pack ..... 3 for 3.00
16mm x 100' roll (incl. proc.) ..... $8.25 3 for $24.00
8mmx100' dbl. orig pack (no proc) ..... 3 for 17.95
16mmx100', orig package (no proc) ..... 3 for 17.95

SPECIAL AWON OFFER! Bulk Film Special!

35mm x 100' Kodak TRI-X $3.50
35mm x 100' B&W ASA 24 ..... 98c
35mm x 100' Kodak Ortho Pos film $1.50
35mm x 100' Ansco ASA 50 ..... $1.50
16mm x 400' Positive Film $3.95

35mm Fresh Bulk Negative Safety

Kodak Plus X, Super XX, Kodak Weston 24 or DuPont #1, #2 or #3—100' ..... $1.98 ea.; 400' $7.50

35mm x 20 Exp. Cart.

Plus X or Super XX or Tri-X or Infra Red or Microfile ....6 for $1.50; 12 for $2.50

Send 25c for complete 52 page catalog listing all photo equipment at unbeatable prices!

CUT FILM SPECIALS

4 x 5—original box of 25 sheets—3 boxes for $3.50
Your choice of KODAK Infra Red; DUPONT X-F Pan; ANSCO Tri-S Ortho.
5x7 Ektachrome, Daylite, 10 shts. 3.95
8x10—original box of 25 sheets—$2.50 per box.
Your choice of KODAK Infra Red; ANSCO Process, 3 for $6.50.

Ansco Color Day, or Tung. (10 shts. per box)
4 x 5 ..... $2.00 ea.; 6 for $ 9
8 x 10 ..... $3.95 ea.; 3 for $10

Cut your own 4 x 5 SHEETS! $6.95 roll
Kodak 5" x 250' TRI-X, ASA 200

SPECIAL PURCHASE—LIMITED QUANTITY

8x10—Original Box of 25 sheets—$1.98 ea.
DuPont Process; Kodak Contrast Process Pan

10x12—Original Box of 10 sheets—98c
Kodak Contrast Process Pan.

11x14—Original Box of 12 sheets—98c
Kodak Portrait Pan.

11x14—Original Box of 10 sheets—$1.75
Commercial Ortho.

CUT FILM AND FILM PACK SPECIALS!

4 x 5 Ansco Process
Excellent for copy work. 25 shts. per box. 100 shts—$3.00
4 x 5 Infrared 100 shts—$3.00
8 x 10 Ansco Process Pan 100 shts—$3.95
Kodak Matrix (10 shts) 10x12—98c 11x14—$1.25

2¼ x 3¼ Kodak FILM PACKS

#520 Plus X or XX — 6 for $3.65

FREE on request with every roll of 35mm color film 1 roll of 20 exp. 35mm B&W film!

Amazing results with

LANTERN SLIDE PLATES

These are exposed and developed just like contact or enlarging paper. After developing, these plates can be used in your slide projector or mounted in a frame and backed by any colored paper for the effect you desire.

36 glass plates per box
2x2 ..... 2 boxes for $1 3¼x4 ..... 2 boxes for $1
11x14 ..... 6 per box $1.50

Fresh ASA 50 Aero Ektachrome

35mm x 20 exp. ..... $1.50 ea. ..... 4 for $5
Processing included

35mm x 40' Bulk ....$5.00; 35mm x 75' Bulk $7.50
35mm x 75' Bulk plus 4½ gal. devel. kit $10.00

PAPER SALE

CONTACT PAPER—less than 1c a print

8x10½", SWGL, (100 shts) #0, #4 ..... $2.50
8x10½", SWSM, (250 shts) #0, #1, #5 ..... 2.75
11x14", SWGL, (50 shts) #1, #4, #5 ..... 2.00
10x10" SWSM #1, 4 ..... 1 box (100 shts) 98c
8x10" LWSM #1 ..... (100 shts) 1.00
18x22" LWSM #1, 2 ..... 1 box (50 shts) 1.98
20x24" SWSM ..... (50 shts) 1.95
KODAK 35mm x 100' LWSM #3 ..... 2 for $1
Ad-type LW Flex. SM. 40"x30', #3 ..... $2.00
Kodak Linagraph, 7"x600' $2.95
Kodak Linagraph, 8"x200' 1.95

BRAND NEW!

For 8mm, 16mm and 35mm
MORSE G-3 DEVELOPING OUTFIT
List $34.50 AWON PRICE—$25.95

Please include postage with all your orders.
20% DISCOUNT on all new cameras, projectors, etc.
Before you buy . . . get our low price . . . write now.

AWON FILMS

108-M West 29th Street, New York 1, N. Y.

PHOTO MART . . .

8 X 10 COLOR PRINTS $2.00

All Orders Returned 1st Class

ANSCOCHROME & EKTACHROME rolls processed—120, 620 and 20 exp. 35MM (mounted).....$1.00
KODACHROME — 20 exp. $1.25
35 MM duplicates 20c each
KODACOLOR C processed 90c roll. Prints 27c each, 5x7—$1.25, 8x10—$3.00.
Minimum Order $1.00—No C.O.D.

LOW PRICED COLOR PRINTS

2¼x3¼		.30c
3	x3	.40c
3	x4½	.50c
4	x5	.75c
5	x7	$1.25

ACME COLOR PHOTO LAB.
Box 6025-M — Minneapolis, Minnesota

3V & PANORAMIC TITLER FOR MOVIES

With the '3V' make titles on-the-spot SUPERIMPOSED on moving scenes . . . EVEN WHILE PANNING!

TITLE as you shoot with '3V' lens attachment
PARALLAX FREE viewfinder
NO FILM WASTED titles are SUPERIMPOSED
ALWAYS start a reel with a title, it's SIMPLE—no splicing needed—centering is easy and accurate. LIGHT WEIGHT and compact for carrying with camera—FOR ALL CAMERAS 8 & 16mm—use indoors or out. '3V' KIT $19.50. TITLER $29.50 in combination $39.50 ppd. (including board, 100 letters & figures, light unit & instructions). *Dealers write for our sales plan!*

DEALERS—WRITE FOR OUR SALES PLAN!

DAVIS & SANFORD CO., INC.
Dept. M, 25 Avenue E., New Rochelle, N. Y.

PROCESSING OF KODACHROME FILM

"Valued Shots Deserve Our Care"

20c COLOR PRINTS
2½x3½ From your transparency!
4x5—50¢ | 8x10 -1.95
5x7—95¢
3½x5 . . . 40¢
White Border

35mm dev & mtd
20 exp $1
36—1.75
8mm max
MOVIE—75c
Roll-Type 1.10

ANSCHROME EKTACHROME ANSCOCOLOR 75c
120,620 dev
35mm (20 exp) dev & mtd

MASTER COLOR LABS
Send for Free Mailer
GPO Box 30L, Newark 1, N. J.

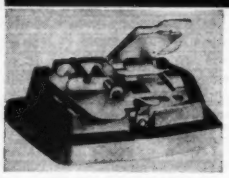
FREE! UNITED CAMERA BIG DISCOUNT CATALOG

Amazing Bargains!
PRICES SLASHED TO 65% ON ALL POPULAR BRANDS!

Greatest array of photographic bargains ever assembled in one catalog. Completely illustrated and accurately described. Unconditionally guaranteed. Backed by UNITED'S 21 year reputation for tremendous values and service.

UNITED CAMERA EXCHANGE
HURRY! Get your FREE catalog now and SAVE.
83 Chambers St.
Dept. M 6
New York 7, N. Y.
Branches: 1140 Sixth Ave. — 265 Madison Ave.

Hollywood STAINLESS STEEL Splicers



AUTOMAT only $7.95

(Free descriptive literature on request)

10 day money back guarantee order at your local camera store or

SCHOEN PRODUCTS
15029 S. Figueroa, GARDENA, CALIF.

Prices include processing	Ansco-Chrome ASA 50	B&W ASA 200	B&W ASA 100	B&W ASA 50
8mm roll	$2.35	$1.65	$1.35	90c
16mm 100'	$6.65	$4.50	$3.50	$2.25

On Anscochrome specify Indoor or Outdoor

PROCESSING SERVICE B&W ONLY
8mm roll .....40c 16mm 100' 75c

REGENT FILM CO.
200 W. 57th St. — N.Y.C. 19

STANRITE SUPERPOD GEARED TWO WAYS... FROM $19.95

Horizontal gear for smooth movie panning. Geared for fast elevation up-down action. Extra 90° tilt on panhead. Ball level, many new features that have never been offered on any tripod before.

WRITE FOR FREE 24 PAGE CATALOG

THE MOST AMAZING TRIPOD EVER MADE

Dept. M
TESTRITE INSTRUMENT CO., Inc.
135 Monroe St., Newark 5, N.J.

PROMPT COLOR FILM PROCESSING!

Let our expert color technicians show you the difference *personalized* processing makes! Free price list of prints and duplicates. Write today.

KODACHROME	35mm
20 exposures	1.25
36 exposures	2.05
828 roll	.75
ANSCOCHROME	35mm
20 exposures	1.00
EKTACHROME	35mm
20 exposures	1.00

Min. order $1

SARATOGA COLOR Est. 1950
Woodlawn Ave., Saratoga Springs, N. Y.

8mm or 16mm Movie DUPLICATES

* from your originals . . . 11¢ per foot *

KODACHROME COLOR or BLACK & WHITE

Protect your valuable originals, run duplicates.
8mm Enlarged to 16mm. 14c per finished foot
16mm Reduced to 8mm. 14c per finished foot
*Mail us your original films with cash, check or money order, and we guarantee the BEST duplicates possible. QUICK SERVICE, TOP VALUE, SATISFACTION. Minimum Order $5.00.

Hollywood MOVIE LABS. Dept. M
12522 Ventura Blvd., Studio City, California

4x5 COLOR PRINTS 50¢

COLOR FILM PROCESSING
Ansco, Anscochrome Ektachrome
20 Exp. 35mm
Mounted, Roll.....$1.00
120, 620, Roll.....$1.00
Slide Duplicating 25c ea.

Color Prints

2¼x3¼	25c
3¼x4½	45c
5x7	1.00
8x10	2.00
11x14	5.00
16x20	12.25

Minimum Order $1.50
No C.O.D.

CANYON COLOR CO.
BOX 36536 LOS ANGELES 36, CALIF.

DOLLAR Special

20 WALLET SIZE or 10 POSTCARDS or 4-5"x7" or 2-8"x10"
FOR $1.00 FROM YOUR NEGATIVE OR PICTURE
ORIGINALS RETURNED UNHARMED

DAYTON PHOTO LAB
P. O. BOX 931M • DAYTON 1, OHIO

DEVELOP YOUR OWN COLOR—SAVE!

DEVELOPING KITS for NEW ANSCOCHROME and ANSCO COLOR for Home Use.
Parcel Post wgts:
1-qt.—3 lbs., 6-qts.—6 lbs.

Qt. size—3 for 3.25 (1.29 ea., 6 for 6.00)
3½-Gal. size (wgt 22 lbs.) sent express collect only -----7.95

Write for Film & Paper Bargain Listing
DELPRO SALES CO., Dept. M-2, Smithtown, N.Y.

PROFESSIONAL BUYER

will procure photographic equipment for you at quantity price. Nominal service fee (except items strictly priced-fixed). No dealers please. Minimum transaction $150 list. Bank escrow payment plan without charge. Buyer is bonded, Dun & Bradstreet rated and will furnish references in your vicinity. Charter Member Chamber of Commerce, also PSA and Bank reference. Full guarantee plus 10-year non-profit service contract. Send inquiry in duplicate enclosing large air return envelope. Include your telephone number.

CAMERA BUYER Colchester 21, Connecticut

"THE PROFESSIONAL FINISH"

EXCLUSIVE FINE GRAIN

WIDEST CHOICE 35 MM & ROLL FILM SERVICES • BLACK & WHITE and COLOR

FREE Price List & Mailers

AMATEUR FOTOGRAPHIC SERVICES INC.
126 W. 46th St., New York 36, N. Y., Dept. M

We are looking for high grade COLOR TRANSPARENCIES

SUITABLE FOR MAGAZINE COVERS, CALENDARS, ADVERTISING, ETC.

4x5 or larger. Children, animals, industry, science, sports, landscapes, girls, human interest. Prompt replies and returns. Please enclose stamped return envelope.

SHOSTAL *the agency for color photography*
545 FIFTH AVE., Dept. M-6, NEW YORK 17, N. Y.

FREE CATALOG

96 Pages—Largest Assortment
PHOTO FRAMES • MOUNTS • ALBUMS and MAILERS
WRITE TODAY! Fastest Service! Lowest Prices!
INTERNATIONAL SALES CO. Dept. MP
414 E. Baltimore St. • Baltimore 2, Maryland

COLOR SLIDE DUPLICATING

35mm Mounted 20c EACH

Finest quality, sharpest reproduction. One of the West's oldest color slide duplicators.

24 Hour Color Film Processing
Ansco, Anscochrome, Ektachrome
QUALITY COLOR PRINTING ALSO AVAILABLE

STEDCO PHOTO
7610 Melrose Ave., Dept. M, Los Angeles 46, WE 6-0658.

PHOTO MART . . .

Sunset COLOR LAB — COLOR PRINTS

5x7 COLOR PRINTS (from 35mm only) 85c ea.

Color Prints from ½ 35mm to 4 x 5 Trans.
2¼ x 3¼ 25c
3¼ x 4½ 50c
5 x 7 .....$1.00
8 x 10 .....$2.00
16 x 20 .....$12.50
Color Slide Duplicating ___ea. 25c

COLOR PRINTS 11x14...4.50 ea.

COLOR PROCESSING
Ansco, Anscochrome, Ektachrome 35mm-20 exp. mtd 120-620 ____ 1.00 Roll
Min. Order 1.50—No C.O.D.

SUNSET COLOR LAB
Box 46415, Dept. M • Los Angeles 46

It's DUMONT for BARGAINS

ALL MERCHANDISE BRAND NEW!

PONY 135 F3.5 LENS	$26.50
SIGNET 35 F3.5 EKTAR	56.83
RETINA IIIC-F.2 LENS, METER	119.83
BROWNIE MOVIE F1.9 LENS	33.95
BROWNIE MOVIE TURRET F1.9	59.69
KODAK MEDALLION F1.9	70.66

Write for Our Used Bargain Camera Price List
Order by Mail Now and Save

Please include Sufficient Postage with Your Remittance. Otherwise Balance Will be C.O.D.

DUMONT CAMERA EXCHANGE
150 East 34th St., Dept. 196, New York 16

IT'S THE "FINISH" THAT COUNTS — CHINACOLOR

FINISHED LIKE FINE PORCELAIN

PRINTS — WALLET SIZE 2¼ x 3¼ — *Now 25¢*

3½x4½ -----45c
4x5 ---------50c
5x7 ---------1.00
8x10 --------2.00
For Smart Display Folders add 40c ea. for 8x10. Other sizes, add 30c ea.

DUPLICATE COLOR SLIDES 35c
Made from 35mm Originals in Ready-mounts.

FILM PROCESSING
Ektachrome or Anscochrome 120-620; 35mm (mtd.) $1.00
Kodachrome, 20 exp. ----1.50
36 exp. ----2.50
Free mailing bags.

NORMAL 3 DAY SERVICE — MINIMUM ORDER $1.00

CHINACOLOR LABORATORIES
Dept. 709-B, 715 Kennedy NW, Washington 11, D. C.

Unusual Color Titles

Put ZIP into your shows. Delight your friends with a humorous "professional" touch. For real showmanship, introduce these titles at the right time and wait for the raves. Different—cleverly designed 2 x 2 color slide titles—using pretty Hollywood models. ACT NOW—Set of 4-$1.50. Free Catalog and sample slide title—Send 25c to cover mailing.

HOLLYWOOD SPECIALTY PRODUCTS
6253 Hollywood Blvd., Suite 1028
Dept. M6, Hollywood 28, Calif.

35mm M.P. Multi Printer

Automatically holds and aligns film strips. You make multiple prints the Fast, Safe, Easy, Professional way. Free brochure on request.

Model A, One exposure, 36 prints on 8x10" contact or enlarging paper ----------$9.95
Model B, Continuous strip, 6 frame printer----$3.95

Sent Post Paid in U. S. A. Money back if not satisfied.

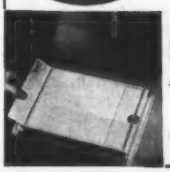
M.P. Mfg. Co., Box 79, Dept. M, Brooklyn 23, N. Y.

De HYPO PRINT WASHER

Efficiency Plus for Sink or Bathtub

Nothing to Rust or Break Professional Results

ONLY $2.50



SPEED-EZ-ELS

Compact—No Adjustments
Easy Focusing—No Eyestrain
6 Popular Sizes—Budget Priced
Special Sizes on Request
At Better Dealers Everywhere

A. J. GANZ CO.
Los Angeles 36, Calif.

See These Fine Items At All Better Camera Shops

5* COLOR PRINTS

BRILLIANT • LIFE-LIKE • The BEST money can buy!

2¼ x 3¼.....5 for $1.00
3¼ x 4½.....5 for $2.00
5 x 7.....5 for $4.00

From any size transparencies.

Our improved color process gives you the best color prints possible. Guaranteed Quality!

Fast Service

Send film or write for information on complete color service

MULTI-COLOR COMPANY
P.O. Box 54, Northbridge, California

HAS "TIRED PRINTING" GOT YOUR PICTURES DOWN?

Your pictures get a new professional look when done in our Quality Photo Lab.

FILMS are fine grain developed in Finex-L . . . carefully inspected

ENLARGEMENTS are cropped to your specifications, spotted with care . . . finished to your instructions

COLOR PRINTS are printed on type C paper from color slides or color negatives

COPY NEGATIVES from B&W and color originals

Write for price list and mailing bags

The Laboratory for Professionals and Advanced Amateurs

LECO PHOTO SERVICE established 1950

11 W. 42nd Street, Dept. M-2, New York 36

20 EXPOSURE 35MM. RELOADED CARTRIDGES .....30¢

KODAK TRI-X — SUPER XX
NEW PLUS X, A.S.A. 80
20 EXP.—30c Ea. 36 EXP.—50c Ea.
Bulk $4.25 per 100 ft.—$2.25 per 50 ft.

NEW EKTACHROME or ANSCOCHROME
(From fresh factory packed bulk)
A.S.A. 32, 20 Exp. $1.50 4 for $5.50

ANSCO COLOR A.S.A. 10
20 Exp. $1.25 Ea. 3 rolls $3.50

OUR GUARANTEE—You must get results equal to factory packed film or money refunded. Please add 10c extra per order to cover postage and packing. No C.O.D.

EASTERN PHOTO LABS, Dept. "B"
1405 N. Charles St. Baltimore 1, Md.

YOU CAN MAKE MOVIE TITLES IN SIX COLORS!

Write today for a FREE A-to-Z Sample Title Test Kit. Make titles that are different . . . better and tailored to your taste. Try our method . . . FREE.

• Complete color or B&W Outfit $6.50 •

A-to-Z MOVIE ACCESSORIES
175 Fifth Ave., Dept. M, New York 10, N. Y.

10 Color Slides $1 — MOUNT WILSON, Calif.

Location of the famous 100 inch telescope. Also color views of the two Solar Tower telescopes, Astronomical Bldg., and five powerful television transmission stations, etc. Latest copy of **SLIDE NEWS** sent with order.

SLIDE CO., BOX 1031, CANTON, OHIO

WALLET 2¼ x 3¼ COLOR PRINTS 25¢ ea.

All Orders Shipped 1st Class Mail

COLOR PRINTS
3¼ x 4½ 50c
4 x 5 .....75c
5 x 7 .....90c
8 x 10 .....2.00
11 x 14 .....4.50
16 x 20 .....12.50

COLOR PROCESSING
Anscochrome
Ansco & Ektachrome
120-620 or 35mm (20 exp.) mounted 1.00 ROLL
COLOR SLIDE DUPLICATING 25c ea.

PREMIER COLOR COMPANY
Box 46176—Dept. M Los Angeles 46, Calif.

Shoot Color! Make Money!

We sell your pictures to a demanding market. Picture ideas furnished. Coaching service offered. Make $100-400 per subject. Write today!

AMERICAN COLOR AGENCY
7130 HOLLYWOOD BLVD. HOLLYWOOD 46, CALIF.

COMPCO REELS and CANS

offer you more exclusive advantages! All sizes . . . 8 mm. and 16 mm. See COMPCO before you buy.

Compco Corporation
2267 W. St. Paul Ave., Chicago 47, Ill.

Learn NEGATIVE RETOUCHING

Now for the first time in the history of Photography you can get a complete book on Negative Retouching—FULLY ILLUSTRATED—70 pages describing in detail HOW TO DO IT: • Modeling • Spotting • Blending • Collecting • Proof Retouching • Etching • Commercial & Theatrical Retouching.
Plus a full set of paper negatives. A full refund if returned in good condition in 5 days. Send for yours today. $1.95

DE GORE PHOTO PLAQUE CO.
Dept. B, 3723 Fullerton Ave., Chicago 47, Ill.

35MM Developing

BEAUTIFUL Quality PRINTS — SATISFACTION GUARANTEED

NOT DOLLAR PRODUCTION...SPECIAL ATTENTION EACH NEGATIVE!

Films fine grain developed, vaporated to prevent scratching. Enlarged to 3¼ x 4½. 36 exp., glossy paper $1.50. Double weight portrait paper $2.25. 20 exp. roll glossy $1.10—1 Day Service. New film. 36 exp. 60c. 20 exp. 40c. Write for Free Mailers!

MINICAM PHOTO LABS., LACROSSE 29, WISCONSIN

Index your color slides with NUMBATABS

•••NUMBATABS keep your slides in sequence, right side up . . . save time . . . embarrassment. Makes for smooth professional showings. Index your stereo slides, film holders, negatives, lens filters, motion picture reels.

Numbers 1 to 100 . . . 25¢
Numbers 1 to 500 . . $1.25
Numbers 1 to 1000 . $2.50
Four alphabets . . . . . 25¢

Available in the following colors: Red, Blue, Green, Orange, or Black. Specify color when ordering.

All Orders Postpaid.

NUMBATABS • P. O. Box 111 • Rochester 1, N. Y.

PHOTO MART . . .

NOW... COLOR PRINTS AT LOWEST PRICES!

2¼x3¼ — .25 5x7 — 1.00
3x4½ — .40 8x10 — 2.00
4x5 — .50
Duplicate Transparencies . . . 25¢

Ansco & Ektachrome processing . . . per roll 1.00 (Including the **new high speed** Anscochrome & Ektachrome)

FAST QUALITY SERVICE
A Trial Will Convince You

***4 x 5 40¢ EACH**

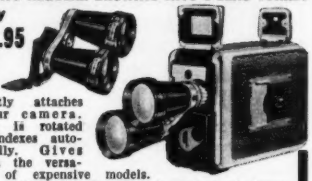
* When ordered in quantities of five or more. You may even send different transparencies!

ROYALE COLOR LAB
P.O. BOX 43, GLEN OAKS BR., Dept. M-6
FLORAL PARK, NEW YORK

NEW MANSFIELD TURRET for 8mm BROWNIE MOVIE CAMERAS

CONVERTS REGULAR BROWNIE INTO 3-LENS TURRET

only **$29.95** complete



Instantly attaches to your camera. Turret is rotated and indexes automatically. Gives camera the versatility of expensive models. Price complete with Telephoto & Wide Angle lenses & Finder. Model B fits Brownie f-2.7, Model B3 fits Brownie f-2.3 and Model B9 fits the Brownie f-1.9. If dealer can't supply write us to Dept. TM7.

MANSFIELD INDUSTRIES, 1227 Loyola, Chicago 26, Ill.

11x14 COLOR PRINTS $4.75 ea.

COLOR FILM PROCESSING
Ansco • Anscochrome
Ektachrome
35mm, 20 exp. mtd. Roll $1.00
120-620 Roll $1.00
Slide Duplicating 25¢ ea.

Color Prints
2¼ x 3¼ ..... 25¢
3¼ x 4½ ..... 50¢
4 x 5 ..... 60¢
5 x 7 ..... 85¢
8 x 10 ..... $1.75
16 x 20 ..... $12.00
Minimum Order $1.50
No C.O.D.

VALLEY COLOR LAB
Box 36538, Dept. M, Los Angeles 36, Calif.

GET THE BEST

from your PANATOMIC X, ADOX and other fine grain films.

Develop them in new, convenient,

EDWAL FINE GRAIN CONCENTRATE #2

Especially designed for sharp detail on new, thin emulsion films. Economical 4 oz. bottle makes 4 pints and develops 12 rolls for only.....49c.

Edwal SCIENTIFIC PRODUCTS CORP. 420 W. 111th St. Chicago 28, Ill.

Get the finest and SAVE!

Exclusive

IMPORTED BINOCULARS at new low prices . . .

Complete with coated prisms • lightweight metal construction • genuine pigskin case and strap. Guaranteed against mechanical and optical defects.

6 X 15 CF	$16.50
8 X 30 CF"Z"	18.50
7 X 35 CF"Z"	20.50
7 X 50 IF"Z"	21.00
20 X 50 IF"Z"	32.50
6 X 30 CF"BL"	23.00
8 X 30 CF"BL"	25.50
7 X 35 CF"BL"	27.50
7 X 35 CF"BL" WA	31.75

Above prices are postpaid
Send check or money order
Add 10% Fed Tax

AMERICAN BIOPTICS COMPANY
153 W. 28th STREET • NEW YORK 1, N. Y.

Prices include processing	Ansco-Chrome ASA 50	B&W ASA 200	B&W ASA 100	B&W ASA 50
8mm roll	$2.35	$1.65	$1.35	90c
16mm 100'	$6.65	$4.50	$3.50	$2.25

On Anscochrome specify Indoor or Outdoor

PROCESSING SERVICE B&W ONLY
8mm roll ..... 40c 16mm 100' 75c

REGENT FILM CO.
200 W. 57th St. N.Y.C. 19

Finest COLOR PRINTS Lowest Prices in the EAST!

Prices are for one or any number of different films.
5 for $1.00 . . . . 2¼" x 3¼"
5 for $2.00.....3¼" x 4½"
5 for $4.00.....5" x 7"

Our modern laboratory has the latest equipment that guarantees the finest, brilliant color print QUALITY money can buy. Prints from any size transparencies. Try us . . . we guarantee satisfaction. FAST SERVICE.

Send film or inquire about our complete color service.

Cardinal COLOR
Box 5044, Albany, New York

SAVE on KODA COLOR and CHROME PROCESSING

KODACHROME PROCESSING & MOUNTING
20 ex. roll (Reg. $1.50) $1.00 | 8mm roll (Reg. $1.50) $1.10
36 ex. roll (Reg. 2.50) 1.75 | 8mm mag. (Reg. 1.10) 75¢
KODACOLOR — ANY SIZE ROLL DEVELOPED (regular 90¢) only 75¢
KODACOLOR JUMBO PRINTS (regular 32¢) only 25¢
ANSCOCHROME and EKTACHROME PROCESSING and MOUNTING . . . 20 exp. roll . . . only $1.00
(WALLET SIZE PRINTS from Transparencies 25¢)

Write for FREE Mailing bag.

PHOTO WHIZ, Box 227 R Mineola L.I. N.Y.

NEW JEN-DIP SAVES YOU $16.00

Change white bulbs to blue for better controlled color shots.

- Dip bulb in Jen-Dip Blue Label
- Dries in 5 Seconds
- Coats 400 Lamps

New Pouring Spout Beaker

ORDER TODAY $1.50 with Beaker

JEN, 419 W. 42 St., N. Y. 36, N. Y.
NEW FREE flashguide Send self-ad stamp. envel.

35 M DELUXE M QUALITY FINISHING

Now you can have your photos looking their finest on double weight portrait type paper for only slightly more than the run-of-the-mill snapshot finishing. Your film will be fine-grain developed and then chemically hardened against scratching. We will then print and expose each negative individually on double weight velvet luster portrait type paper. All prints are the large 3½ x 5 inch size. 20 exp. roll $1.75. 36 exp. roll $2.75. Free mailers. 48 hour lab service.

VALUE 35MM LABS P. O. Box 38U, C. 1. Station Brooklyn 24, New York

ANSCOCHROME HEADQUARTERS!

35mm (20 Exp.) Factory Notched Film only 1.10 EA. ROLL
INCLUDE 6¢ FOR POSTAGE & INS.

Ansco & Ektachrome 120, 620, 35mm (20 Exp.) Developed & Mounted only 75¢

FULTON CAMERA EXCHANGE
148 FULTON STREET NEW YORK 38, N. Y. Dept. M

We can sell your top quality

color transparencies

to high paying editorial, advertising, calendar markets. We need fine domestic and foreign scenics, farm, children, girl subjects, family situations, sports, industry, etc. Send samples 2¼ x 2¼ up to: A. Brackman, Pres. Prompt reports.

F P G 62 W. 45th St., New York 36, N. Y.

QUALITY COLOR

35MM - 120 - 620 - 828
Anscochrome — Ektachrome
FILM DEVELOPING $1.00
2 X COLOR PRINTS — 3 FOR $1
Low Prices On Enlargements, FREE Mailers

FAST 24 HOUR SCHEDULE

TEXAS COLOR LABORATORY
P. O. BOX 5931 DALLAS, TEXAS

MOVIE FANS

8mm and 16mm DUPLICATES

16mm Reduced to 8mm • 8mm Enlarged to 16mm

COLOR ..... 9c ft.
B&W ..... 4c ft.
(Min. Order $3.50)

REVERSAL PROCESSING
16mm x 100 ft. ... $1.00
16mm x 50 ft. ... .75
8mm ..... .50

MAIL ORDER ONLY • FAST SERVICE

COMET FILM SERVICE P. O. Box 447
Great Neck, New York

GUARANTEED

PHOTO FINISHING

8 EXPOSURES 40¢ Custom Photo Finishing Absolutely Guaranteed

8 exp. dev. and 1 JUMBO Album Print of ea. 40c
12 exp. 50c, 16 exp. 70c 35mm 36 exp. fine gr. dev. and jumbo pts. $1.10 INTRODUCTORY OFFER ONLY!
FAST SERVICE • FREE MAILER ON REQUEST

FLASH FOTO BOX 36-F
PARKSVILLE STA BROOKLYN 4 N Y

BE MODERN

Be ready to shoot in a flash! Eliminate annoying "screw type" camera mountings with the

KLIKLOK Automatic CAMERA MOUNT $3.75

Complete unit—Ready to mount (fits all equipment)

FOTO-VIEW Camera Stores
322 W. 42 St., N.Y.C. PE. 6-2592

Automatic Daylight Developing Tank

- Processes up to 200 Ft.
- 8mm-16mm-35mm
- Movie—X-Ray—Microfilm
- Motor Driven—Portable
- Tough plastic tanks
- Uniform Density Assured
- 70mm tank also available
- Guaranteed

Write for Free Literature. Dept. M
Micro Record Corp. 487 South Ave. Beacon, N. Y.

COLOR SLIDE 3616

DUPLICATES

"the best you have ever seen"

35 mm	FREE CROPPING	Stereo
30c MOUNTED	$1.00 MINIMUM Ask for Quantity Prices	60c MOUNTED

HAMILTON COLOR
127 N. 2nd STREET HAMILTON, OHIO

PHOTO MART . . .

P&J COLOR PRINTS

8x10 - $1.50 EA.

From 1/2 35mm to 4x5 Trans.

COLOR FILM PROCESSING

Ansco, Anscochrome, Ektachrome

20 exposure (mounted) 35mm 120-620 ..... $1.00 Roll

COLOR PRINTS

2¼x3¼ ..25c ea.
3¼x4½ ..50c ea.
4x5 .....75c ea.
5x7 .....$1.00 ea.
11x14 ..$4.75 ea.
16x20 .$12.00 ea.

35mm Slide Duplicating 25c ea. Mtd.
Minimum Order $2.00. No C.O.D.

P & J COLOR PRINTS

P.O. Box 46125 • Dept. M • Los Angeles, Calif.

PERFORMANCE MADE ARMME KWIK MOUNTS FAMOUS

Always ready to use no sealing—no glueing—no bother—no fuss—Sturdy, accurate, self aligning and centering. A KWIK MOUNT made to fit every size transparency.

2x2 KWIK MOUNTS packed 100 per box..... $3.00
2¾x2¾ KWIK MOUNTS packed 50 per box.. 2.25
STEREO KWIK MOUNTS packed 100 per box.. 6.95
*2x2 PRO-TECT-O MOUNTS 50 per box..... 1.50
*STEREO PRO-TECT-O MOUNTS 50 per box.. 2.50

* ARMME PRO-TECT-O MOUNTS are a crystal clear, distortion-free transparent plastic protector which keeps your slides free from fingerprint smudges, dust and scratches. Kwik Mounts are now packed in a new beautiful golden tweed pattern ready to use slide file box at no additional cost.

INSIST on KWIK MOUNTS—Sample FREE on request
At your Dealers or order direct

The Armme Co. Ltd., 827 S. Wabash Ave., Chicago, Ill.

LOW PRICES!

COLOR PRINTS 20¢

2¼ x 3¼ ..25c (ANY TEN 20c EACH). SQUARE 120-620 FILM WILL BE MADE 2¼ x 2¼.
3x4 ..35c • 5x7 . $1.00
4x5.. 45c 8x10... 2.00
FILM DEV. ANSCO OR EKTA $1.00
DEV. BY KODAK { KODACHROME 20 EXP. 1.95; KODACOLOR FILM .70; KODACOLOR PRINT .27

MINIMUM ORDER $1.00. INCLUDE POSTAGE.

35mm DUPES 20¢ PER SLIDE

WASHINGTON COLOR PHOTO
P. O. BOX 1605 • WASHINGTON 13, D C

FIX FASTER FOR LESS

With Economical
EDWAL HI-SPEED LIQUID-FIX
Photo Concentrate

The super concentrated fast fixer fixes prints in 1 minute, films in 2 to 3 minutes. 4 oz. size gives 1 qt. for 49c. 20 oz. economy size gives 5 qts. for film and paper only $1.10 *($1.15 west of Rockies).* At your Dealer.

EDWAL SCIENTIFIC PRODUCTS CORP.
420 W. 111th Street • Chicago 28, Illinois

PROFESSIONAL color processing

EKTACHROME KODACHROME	ANSCOCHROME KODACOLOR	
Custom-quality processing by the very same color experts that prosfely on — NOW available to all who demand the very best. Your color film returned within 48 HOURS, ppd. 1st class.	35mm 20 exp. mounted	$1.50
	120-620 rolls in sleeves	
	4 x 5 or smaller	65c
	35mm 36 exp.	$2.50

kurshan & lang "NEW HORIZONS" IN COLOR
10 E.46 St., N.Y. 17 Dept. M6

HP

SUPER S-I-Z-E SLIDES
85% more Picture Area!

Every Reflex and Folding camera (any size film: 120, ½/120, 620 & 127) can take Super-Size Color Slides. Project with any 35 MM Projector or Viewer.

HPI MASTER KIT —only $3.95 at your photo dealer or write—

Hudson Photographic Industries, Inc.
Croton-on-Hudson
N. Y.

ALL CLOSE-UP AND TABLE TOP WORK IS FUN, AND EASY

CAL-CAM FOCUS GUIDE

Works on all 35mm & Bantam cameras using a 2+ or 3+ Portra lens. Not only measures lens to subject distance, but frames subject just as you want it in the picture. Light weight, all metal, fully adjustable. Eliminates all guesswork—parallax trouble. No peep hole to squint through. Send make of camera.
Price $9.95

U. S. Postage paid if cash with order, C.O.D. charges added. Calif. orders add 3% sales tax.

CAL-CAM—Dept. M 6
1564 N. Grand Oaks Ave., Pasadena 7, Calif.

Better BOUNCE FLASH PICTURES with
"MONDO" BOUNCE FLASH-HEAD

Allows any type flashguns or electronic flash to be deflected off to one side or up to ceiling for bounce effects. For direct lighting too. Fits accessory shoe of any camera, or mount on trivod. Use also as tilt top, permits 90° tilt and 360° swing. Locks securely. Smart chrome finish. Boxed.

ONLY **$1.75 ppd.**

"MONDO" TABLE TRIPOD

Perfect for amateur use, ideal for window displays too. Elevating center pole locks securely in any desired position. Lightweight, yet sturdy. Folds compactly, easy to carry in pocket. Rubber-covered legs, safety-rubber tips. 8½" long, extends to 15"; weighs just 4 ozs.

ONLY **$2.98 ppd.**

Send check or M. O.
Money back if not satisfied.

EVERITE Company
505 Fifth Avenue (Suite 1205)
New York 17, N. Y.

KODACOLOR
DEVELOPED & ENLARGED

8 EXP. TO SIZE 3½ x 5.....$2.25
Reduced from $3.46 Eastman Kodak List
12 EXP. TO SIZE 3½ x 3½.....$3.25
Reduced from $4.75 Eastman Kodak List
Full credit for all negatives not printed
KODACOLOR REPRINTS 25c

For all other color processing send for our low prices and free film mailers to the largest mail order photo-finishing laboratory of its kind in the country.

SPEEDY 24-HR. SERVICE—MAIL FILMS NOW TO
BELL COLOR LABS
Dept. N, ENGLEWOOD, N. J.

PHOTO FINISHING
CUSTOM MADE BLACK & WHITE
GLOSSY JUMBO PRINTS

8 exp. rolls enlarged to 3½x5 .....$1.03
12 exp. rolls enlarged to 3½x3½ 1.23
16 exp. rolls enlarged to 3½x3 ..... 1.43
20 exp. rolls enlarged to 3½x5 ..... 2.00
36 exp. rolls enlarged to 3½x5 ..... 3.60
From 127, 120, 620, 116, 616, 828 & 135.
Reprints, 3½x5 10c. 3½x3½ 9c. 3½x3 8c ea.
Refunds for unprinted negatives. Checks or M.O.
No stamps or C.O.D.

C. H. HUTCHINS
1 PHILA ST., SARATOGA SPRINGS, N. Y.

SLIDE CHUCKLES
IN FULL COLOR
Keeps 'Em Awake! 2 X 2 COMIC TITLES
SEE THEM AT YOUR PHOTO DEALER
$1.25 SET OF 4
PRODUCED BY HOLLYWOOD FILM SERVICE
READING, PA.

SEQUEX LABELS
Numbered 1 to 5,000 (Self-Adhesive)

100 Labels on a sheet
For Numbering films, prints, transparencies

PRICES: 100 $1; 500 $2.50; 1M $4; 5M $18.00
Dealer Inquiries Invited.

Cargille Scientific Inc.
117 Liberty St. New York 6, N. Y.

SMORGASBORD
DARK ROOM SALE
Amateur — — Professional
Enlargers, Printers, Timers and Assorted Specials
Send for price Lists

MOGULLS Camera & Film Exchange
112 West 48 Street
N. Y. 36, N. Y., Dept. M22

MORSE DEVELOPING TANKS G3

Can now be motor-mechanized inexpensively with available materials. Eliminate all hand cranking. Send $3.00 for booklet, specifications, diagrams, etc.

Von Brandt Technical Research
533 Bond Bldg. Washington 5, D. C.

CAMERA FANS
WITTE'S TRANSPARENCY SLIDE LOG BOOK helps you keep accurate records of every photo you take, as to time of day, location, aperture, speed, etc. Simply send 25c and a self-addressed stamped envelope to I. O. Witte, 1064 S. Genesee Ave., Los Angeles 19, Cal. Book will be mailed to you immediately. Do it today!

Classified Ads . . .

Classified Want Ads may be inserted in MODERN PHOTOGRAPHY by any reliable individual, camera dealer, or specialty house. To avoid chance of error, submit copy typed. Terms: 55¢ a word. Each word, including each item in the address, counts as one word. Send cash with order. 5% discount for 6 consecutive insertions, 10% discount for 12 consecutive insertions, if entire bill is paid in advance. Forms close on the 15th of each month.

cameras, accessories for sale

CANADIANS send for bargain list, new & used equipment. Simon's Camera Inc., 11 Craig West, Montreal, Canada.

CHICAGO'S LARGEST CAMERA TRADING CENTER—Cameras, lenses, accessories—purchased, sold, traded—by mail, new or used! OPEN EVENINGS for Chicago visitors! CHROMOPTICS, 943 N. State, Chicago 10.

DISCOUNTS UP TO 50% except fair trade items—Cameras, projectors, tape recorders, lenses, Hi-Fi, Stereo. Write for individual quotations, no catalogs. Classified Camera A, 2375 East 65th Street, Brooklyn, N. Y.

FORGET OLD PRICES! IMPERIAL HAS SLASHED THEM WAY DOWN IN SPECIAL SALE. Quotations On All Brands—Photo Supplies, Recorders, Home Movies, Typewriters, Watches! Over 10 years of service. Free Catalog. (Send 6¢ stamps for postage) Imperial Enterprise, Inc., Dept. M, 34 Park Row, New York 38, N. Y.

FINE LENSES! COMPARE PRICES! 8" f/2.9 $29.50, 14" f/5.6 $34.50, 20" f/6.3 $47.50, 36" f/6.3 $95.00. Aeroektars $42.50. Baer's, 741 State, Lancaster, Pa.

AIREQUIPT Magazines six for $8.00 (plus postage) free photographic catalog. Mailers Mart, Box 135-A, Pelham, New York.

ALTMAN CAMERA is happy to announce the opening of one of the largest and finest camera stores in the United States. Altman's, 16 So. Wabash, Chicago 3, Ill.

ALTMAN'S NEW STORE!! Won't you visit us soon? Browse, buy, sell, or trade. We are anxious that you see our large and beautiful new store, Altman's, 16 So. Wabash, Chicago 3, Ill.

ALTMAN'S NEW STORE!! Despite our new size, we still go in for old fashioned "horse trading," Altman's, 16 So. Wabash, Chicago 3, Ill.

GUNSTOCK for Leica, truly fine, ask for literature $85.00, Altman's, 16 So. Wabash, Chicago 3, Ill.

GUNSTOCK for Alpa, truly fine $79.50, Altman's, 16 So. Wabash, Chicago 3, Ill.

GUNSTOCK for Exakta, truly fine, ask for literature $69.50, Altman's, 16 So. Wabash, Chicago 3, Ill.

PROFESSIONAL Buyer will procure photographic equipment for you at quantity price. Nominal service fee (except items strictly priced-fixed). No dealers please. Minimum transaction $150.00 list. Bank escrow payment plan without charge. Buyer is bonded, Dun & Bradstreet rated and will furnish references in your vicnity. Charter Member Chamber of Commerce, also PSA and Bank reference. Full guarantee plus 10-year non-profit service contract. Send inquiry in duplicate enclosing large air return envelope. Include your telephone number. Camera Buyer, Colchester 20, Conn.

A SPECIAL Service famous brands cameras, binoculars, at correct prices, sell-trade. Write us. Diamonds, jewelry, rifles, acceptable. Charles Wolfe Company, 1216 Union Street, Brooklyn, New York.

DISCOUNTS TO 50% except fair trade items —Cameras, Hi-Fi, projectors, tape recorders. Individual quotations only. No catalogs. Conmar Camera & Hi-Fi, 121-07 237th Street, Rosedale 22-M, N. Y.

PROJECTION SCREENS—Custom made. Spring action style roller, flameproof, washable, mildew resistant, wall mount. 40"x40", $4.95—50"x50", $6.95. Special sizes on request. Postage paid. Sorry no C.O.D.'s. BUDON, 494 Monterey Road, Salinas, California.

wanted to buy

HIGHEST PRICES PAID for Leica, Contax, Rolleis, Polaroid, Movie Cameras, Projectors. Ace Camera Exchange, 136 East 58th Street, New York MP-22, N. Y.

IMMEDIATE AIRMAIL PAYMENTS—Chicago's Largest Camera Trading Center offers TOP PRICES for Cameras, Lenses, Accessories in excellent condition! CHROMOPTICS, 943 N. State, Chicago 10.

CASH IMMEDIATELY for the following CAMERAS, LENSES, ACCESSORIES: Alpas, Bell-Howell, Bolex, Canon, Contaflex, Contax, Exakta, Foton, Hasselblad, Leica, Linhof, Medalist II, Nikon, 4x5 Pacemaker and Crown Graphics, Retina II-a, Retina III-c, Rolleiflex, Zeiss Super Ikontas, we pay what we say. Altman's, 16 So. Wabash, Chicago 3, Ill.

camera repairs

FOREIGN—Domestic Camera Repairs—15 years experience; six years with inventor of Contax (Zeiss) assure 100% efficient service by highly qualified technician. Internal synchronization installed on Contax, Leica, Rollei, etc. Factory authorized Service Station for most American Manufacturers. Strauss Photo-Technical Service, 930 F St., N.W., Washington, D. C.

CANON CAMERAS—Complete service, all models. Work guaranteed. Send camera for estimate. International Camera Corp., 847 W. Adams, Chicago 7, Illinois.

COMPUR, Pentacon, Contaflex, Graphic, Wollensak, Kodak, Zeiss Ikon, Ilex, Leica, Prontor, Argus and Robot Shutters a Specialty (Prompt Service). CENTRAL STATES CAMERA REPAIRS, 3114 E. Douglas, Wichita 8, Kansas.

NEOPRENE coated curtains installed in Leica, Exakta, Foth, Korelle, Canon, Nicca, Nikon. B&V Camera Repair Service, 21 E. Van Buren St., Chicago 5, Ill.

SPECIALISTS in Foreign and Domestic Camera Repairs. Flash Syncro and Rangefinders repaired. All repairs guaranteed. Chicago Camera Specialists, 17 N. State St., Chicago 2, Ill.

Sell what you have, fast, thru an ad in these columns! Over 200,000 ready-and-able-to-buy camera fans read these pages closely, for bargains and hard to get merchandise. Prove it to yourself with a test ad in the next issue.

binocular repairs

GUARANTEED Repairs, Adjustments All Binoculars—Microscopes, Coating Service, Free Estimates. CHAS. WOLFE COMPANY, 1216 Union Street, Brooklyn 25, New York.

photo supplies

MODEL Releases—100 $1.00. Studio, Box 1143, Santa Barbara, Calif.

ALBUMS! Wedding, Commercial. Photographer and customer's names in gold. MOUNTS, Sales Aids. Free catalog! Crestwood, 3601 West 71st, Kansas City, Missouri.

PHOTOMOUNTS: Send $2.00 large assortment Folders, Easels. WEDDING ALBUMS. Wholesale Price Lists. Robin Mounts, 262 W. 22nd St., New York.

800 A.S.A., Kodak SO 1177, 2¼x3¼ Cut 50-$7.50. Studio, Box 1143, Santa Barbara, California.

35MM CARTRIDGES: 45—$2.00, 100—$4.00, 300—$10.00. Postpaid. Lawrence, 268 Stanmary, Berea, Ohio.

photo finishing

No NEGATIVE? Send $1.00 for new negative and two 5x7 enlargements, from picture, transparency, colorslides, colorprint, stereoframes. Your pictures converted into highest quality black and white and color projectionslides. Direct Positive film delivered and reversed Developed. Curiophoto, 1187 Jerome Ave., New York 52, N. Y.

PHOTOMURALS suitable for home, office, commercial use. INTRODUCTORY offer, 30"x48", $6.00 from negative or print, price list available, Associated Laboratories, 956 State Street, New Haven, Conn.

SHOOT Tri-X at ASA 4000. $2.00 postpaid. Floto, 4208 Irving, San Francisco, Calif.

HAND Processed professional enlargements. Double weight Matte, Glossy, or Silk Paper. 4x5—15¢, 5x7—29¢, 8x10—39¢, 11x14—79¢ Cropping or dodging. Minimum $1.00. Imperial Photo, 827 Wake Forest Rd., Mt. View, Calif.

OIL coloring, enlarging, reliable portrait finishing for photographers desiring more than the customary commercial. Fine coloring done in pastels, transparent, and heavy oils. Sheraton Photo Service, Box 924, Plainfield, New Jersey.

PHOTO RESTORATION SPECIALIST. Original beauty restored to your old faded, cracked or damaged photographs and tintypes. Send your photos directly to Artist for free estimate. Free brochure. Peter A. Tavera, 27 Howard Avenue, Bristol, Connecticut.

PHOTOMURALS. Any size in black and white, sepia or full color. Choice of thousands of negatives. Catalog 50¢. Photomammoth Murals, Dept. 6-MP, 12048 Vanowen Street, N. Hollywood 7, California.

stereo photography

AMERICA'S MOST BEAUTIFUL STEREOS. Free Illustrated catalog. Colonial, 247D, Swarthmore, Pa.

KODACHROME STEREO SLIDES: Send for free list. Studio 53, 138 W. 53rd Street, New York 19, N. Y.

photos, b & w slides

2x2 SLIDES from any size negative. Mounted. 15c each. Miller Slide Service, Holdrege, Neb.

TRANSPARENCIES: 35mm mounted 7¢. Optical reductions mounted 13¢. Kirwin Slidefilm Laboratory, Crystal Lake 1, Illinois.

2x2 B&W MOUNTED slides from any size negative, 15¢; unmounted 10¢. From photos, mounted 30¢; unmounted 25¢. Colorslides from your Kodacolor prints, 40¢. Large selection of Title Slides available, write for list. Slide Service, Box 123, Fredonia, Kansas.

oil coloring

Oil coloring photographs can be a fascinating hobby or profitable sideline for those with artistic talent. Learn at home. Easy simplified method. Send for free booklet. National Photo Coloring School, 835 Diversey Parkway, Dept. 111A, Chicago 14.

OIL Portraits Wholesale, Free Brochure Treasured Gift Portraits, Box 5116, San Diego 5, California.

color photo finishing

PROFESSIONAL QUALITY—EKTACHROME—ANSCOCHROME processed—mounted $1.00. Fast Kodachrome—Kodacolor Service. Wholesale Cameras—Equipment—Supplies. Send for Prices. National Color Corporation, Box No. 55H, Northside Station, Atlanta 5, Georgia.

INTRODUCTORY Offer: Color Film developed 50% off. Kodacolor—45¢ roll. (Prints 25¢ each extra). Kodachrome—75¢ roll. Ansco and Ektachrome—50¢ roll. Send your film today. Free mailing envelope. Eastern Color Service, Box 125, Bridgeport 1, Conn.

FOREIGN FILMS PROCESSED—Agfacolor, Gevacolor, Ferranicolor, others, Genphoto, 136-140 Charles St., Boston, Mass.

movies, movie film & titles

5,000 NEW—USED 8-16mm Silent—Sound Films. International-D, Greenvale, New York.

SAVE 50%! Guaranteed-fresh color, b&w movie film! 8mm, 16mm. Free catalog! ESO-G, 47th Holly, Kansas City 12, Missouri.

Free Catalog—New 8-16 MM Film Now available. Best Rite Sales Co., PO Box 357, Times Square Station, New York 36, N. Y.

8MM—16MM KODACHROME MOVIES. Travel, Adventure, Wild Animals. Free Illustrated catalog, Colonial, 247D, Swarthmore, Pa.

BIG discounts on new 8mm Bell & Howell, Kodak, etc., cameras, projectors, films. Also 16mm. Sound. Visit our store or write for free lists. Specify 8mm. or sound. National Cinema, 71 Dey Street. N.Y.C.

"SURPRISE" assortment 8-MM colorful titles, $1. Postpaid. Guaranteed. LeMoine Films, Nevada, Mo.

HUGE listings, color, B&W sports, comedies, travel, musicals, etc. Catalog 10¢. Turke Films, 423 S. Lincoln St., Hinsdale, Illinois.

16MM FILMS for the connoisseur. Free Brochure. Studio, 138 West 53rd Street, New York City.

FREE Movie Catalog, 8-16mm, latest releases, Galaxy Productions, (Dept. D), 151 W. 42nd, New York 36.

SAVE $$$. Fresh 8mm, 16mm B&W and color film. Home Processing Equipment. Free Catalog. Superior Bulk Film Co., 450 N. Wells, Chicago 10.

BEST largest selection used 16mm sound films. Entertainment, educational, combat. Lowest prices. Free bargain bulletin. "Gaines," Box 114 MP, Skokie, Illinois.

8MM HOME Movies Cartoons—Sports—Travel—Comedy—Adventure—Westerns—Variety COLOR—Black & White FREE LIST—Write Today STAR FILMS, 5906 N. Port Washington Road, Milwaukee 17, Wisconsin.

color slides

NEED INDIVIDUAL SLIDES OF ANY WESTERN NATIONAL PARK, CANADA, OR MEXICO? We specialize in these areas and can supply shots you missed. Select slides on approval from thousands in free catalog. Quantity discounts. Douglas Whiteside, Yosemite, California.

BEAUTIFUL COLOR SLIDES 10c each. Send dime for sample and latest issue "Slide News". SLIDE SUPPLY, Box 1031, Canton, Ohio.

170,000 slides in stock insures quick delivery. 12,000 subjects offer wide choice. Production by Captain M.W. Arps, U.S. Navy, retired insures satisfaction. Send 9¢ (stamps) for 88 page catalog United States, Canada, Mexico, and Cuba. If interested other countries, add 2¢ for each country requested as these separate lists. Worldwide coverage (70 countries) available. RoLoc, Box 1715, Washington 13, D. C.

15 Beautiful colored slides $1.00. Sample, catalog 20c. Over twenty million sold! Sanford Company, Bellevue, Ohio. (Established 1941.)

COLOR SLIDES Domestic and Foreign. Largest selection. Write for FREE SAMPLE and Catalog. SLIDES, Gardena, California.

COLORSLIDES from your own kodacolor-prints, 50¢. Superslides 75¢. Curiophoto, 1187 Jerome Ave., New York 52.

BROCHURE Free, Slides, Photos. Box 822 General Post Office, New York 1, New York.

COLORSLIDES, Travel, nature, etc. Free list. Sample 30¢. Kelly M. Choda, 732 Ursula Street, Aurora 8, Colo.

ANTIQUE AUTOMOBILES. Over 200 "oldtimers." 32 page Illustrated catalog FREE. Universal, Box 779T, Beverly Hills, California.

2x2 TITLE SLIDES in color. Large selection available. Also color slides of all 48 states, and over 60 foreign countries. Write for free lists. Slide Service, Box 123, Fredonia, Kansas.

COLORFUL TITLE SLIDES. America's largest selection. Sample 25¢. Satisfaction guaranteed. Colonial, 247-D, Swarthmore, Pa.

MISS America Pageant Slides—8 Colorful slides covering the pageant for only $2.00 OR 20 SLIDES FOR $5.00. Miss America Pageant Slides, Box 433, Atlantic City, New Jersey.

PILGRIM the better quality color slides on approval. Scenic, historic New England, Lexington, Concord, Salem, Gloucester, Boston, Maine, New Hampshire, Niagara Falls, Ausable Chasm, Santa's Workshop, New York City, United Nations, Washington, D. C., Carolina, Georgia, Florida, National Parks, Indians, West Coast, Bermuda, West Indies, Mexico, Europe, South Africa, and many others. Send 25¢ for large 84 page catalog refunded with first order. HENRY COBB SHAW, 105-2 Washington St., Boston 8, Mass. Wanted—Original slides of the world. Write for details.

SAMPLE 25¢. 10, $1.10. "HOPSON QUALITY" 2524 Sichel, Los Angeles 31, Calif.

PIKES Peak Region color slides—listing and color slide 25¢. Write, Thirty-Five Slides, Green Mtn. Falls, Colorado.

1957 Pasadena Rose Parade (2x2) Beautiful Color, Entire Parade (60) Plus Free Bonus Set "Glimpses of Hollywood," included $12.00 postpaid. Also have Disneyland, Miss Universe Beauty Parade Sets. 8-16mm Color Movies of all events. Colorslide, Box 1193, Studio City, Calif.

FIESTA slides, Santa Barbara. 8—$2.50, 20—$6.50. Studio, Box 1143, Santa Barbara, California.

2x2 color slides mounted from any photo 50¢, B&W from any photo 35¢ or any negative 15¢. Anderson, R.R. #12, Box 211-B, Indianapolis 26, Indiana.

LOCOMOTIVES, Trolley Cars. 32 page Illustrated Catalog and Sample FREE. Universal, Box 779L, Beverly Hills, Calif.

AROUND the World in Colorslides—List—Sample 10¢. Colorslides, Box 185, Miami 33.

1957 Tournament Roses. 10 Colorslides $1.00. Sixty $6.00. Hawaii or Miss Universe Pageant. Eight Colorslides $1.00. 32—$4.00. EDDINGS, R-3, Corning, New York.

MESA VERDE—ten wonderful color slides and story for $3.00; twenty for $5.00. Other lists. Thirty-five Slides, Green Mtn. Falls, Colo.

10 Beautiful Cypress Gardens $1.00. Florida Slides, Box 185, Miami, 33.

CHERRY Blossom "Spectacular." Sample: 25¢. Emerald, Box 352, Bellmore, N. Y.

schools and instructions

PHOTOGRAPHY FOR PLEASURE or profit. Learn at home. Practical basic training. Long established school. Free booklet. American School of Photography, 835 Diversey Parkway, Dept. 212 A, Chicago 14.

CAMERA REPAIRMEN greatly needed! You can learn manufacturers' service methods at home, in your spare time! FREE, big, illustrated book tells how! Write today, NATIONAL CAMERA REPAIR SCHOOL, Dept. C-6, Englewood, Colorado.

business opportunities

Your envelopes addressed accurately, reasonably. Fast Service. We have capable addressers in your city. GLENWAY SYSTEM, Box 6568, Cleveland 1, Ohio.

CAMERA REPAIRMEN greatly needed! You can learn manufacturers' Service methods at home, in your spare time! FREE, big illustrated book tells how! Write today, NATIONAL CAMERA REPAIR SCHOOL, Dept. Y-6, Englewood, Colorado.

$200. MONTHLY POSSIBLE, Sewing Babywear! No house selling! Send stamped, addressed envelope. Babygay, Warsaw 74, Indiana.

BUY WHOLESALE! 30-80% Discounts! Appliances, Gifts, Typewriters, Tools, Watches, Sporting Goods, Jewelry, Cameras, Housewares, Etc. Consolidated Distributors, Clifton 20, New Jersey.

PHOTOGRAPHERS Market Guide $2.00 Postpaid. Gem Publications, Dept. 2-JU, Linwood, New Jersey.

"IF you have any kind of retail sales experience, we can offer you attractive proposition to work in camera store. Write Adams Camera Shops, Richmond, Virginia."

help wanted

AMATEUR or FREE LANCE PHOTOGRAPHERS! Wonderful opportunity to become a professional SCHOOL PHOTOGRAPHER with America's leading studio. Photographic equipment and sales supervision furnished. WE NEED ambitious men in territories east of Mississippi River for permanent good-paying jobs. Alston Studios, Inc., 110 East St., E. Weymouth, Mass.

costumes

LEOTARDS, Bikinis, costumes. Send $1.00 for actual photos. Stan Stanton, Liberty 1, N. Y.

Dance, Pin-Up Costumes, Bikinis, Opera Hose, Tights. Catalog 50¢. Quincon, Box 422B, Quincy, Mass.

PINUP Costumes for Glamour Photographers—Bikinis, Leotards, Mesh Tights, Lingerie. Catalog, lists, $1.00. Costume Center, 1755 8th Street, Riverside, California.

SHUTTERBUGS! 1957 Pin-Up Calendar—$2.00* (All 12—Lovely New Pin-Up Costumes Available.) Pictorial Catalog $1.00* (*Both Apply on Merchandise). Finest Bikinis, Lingerie, Pin-Up Swim Suits, Costumes, Portrait Drapes, Accessories. Maureen of Hollywood, 128 So. Alvarado, Dept. 5, Los Angeles 57, Calif.

miscellaneous

FREE Illustrated Hypnotism, Self Hypnosis, Catalogue. Write: Hypnotist, 8721 Sunset, Hollywood 46MP, California.

FREELANCERS ATTENTION! Register now, free. No obligation. For details and application blank write Accredited Press, Lawrence 2, New York.

MIRROR one side; transparent from other side. Photograph people unawares. 8"x10", $2.00. 16"x20", $5.00. ONE-WAY MIRROR, Dept. MP-9, Box 625, Mt. Vernon, N. Y.

MODEL Releases, Adult-Minor, 100—$1.00, Elichs, 3035 Marvin, (B) Toledo, Ohio.

PHOTOGRAPHERS—artists. Learn proper posing techniques. 18 photos, $1.00. 41 for $2.00. 35MM color slides 4 for $1.00, 10 for $2.00. 8MM, 50 ft. movies, $3.50. 16MM, 100 ft. movies, $6.50. Pelton, Dept. #138, Box 5967, Chicago 7, Ill.

TURN Your Photos Into Dollars. We print etchtone postcards wholesale. You sell at High profits. Large Market. $10.00 per thousand, quantity discount. Free details. R. W. Boberg Company, 526 Copeland Avenue, La Crosse, Wisconsin.

LEARN WHILE ASLEEP WITH OUR RECORDER! Amazing book gives full instructions. $2.00. Guaranteed. Research Association, Box 610-MP, Omaha 1, Nebraska.

"FOR the finest in portrait negative retouching send your negatives to: Enterprise Retouchers Co., 13625 Leroy Ave., Cleveland 11, Ohio."

YOSEMITE VACATION? Be sure to get this pocket-sized guide: "YOU and YOUR CAMERA in YOSEMITE NATIONAL PARK" Pictures—Brief Descriptions—Maps—Picture taking Tips $1.50 at book stores or Comet Press Books, Dept. M4, 200 Varick St., N.Y. 14, N.Y.

BOOK BARGAINS! While they last: Photography Indoors, was $3.50, now $2.00; Photographing Mexico, was $3.50, now $2.00; British Journal Almanac 1954, was $2.50, now 75¢; Making Effective Photographs, was $4.95, now $3.00; Better Prints, was $3.50, now $2.00; Manual of Airbrush Technique, was $3.50, now $2.00: Truth Concerning Invention of Photography, was $10.00, now $1.50; FIAP Yearbook, was $10.00, now $6.00; Fritz Henle's Rollei, was $3.75, now $2.00; Modern Enlarging Technique, was $3.95, now $2.00; Revere Tape Recorder, was $1.95, now $1.25. Limited stocks. Rush order with cash to Amphoto Book Bargains, 33 W. 60th, N.Y. 23, N.Y.

Model release forms, required by most editors, 25¢ for a pad of 25, limit 4 pads to a customer. Modern Photography, 33 W. 60th St., N. Y. 23.

PHOTO BOOK CATALOG. Complete catalog of photo books of all publishers. Lists over 600 titles, cross indexed by subject, title and author. Many new books unavailable elsewhere. Send 25¢. Amphoto, 33 W. 60th St., N. Y. 23.

INDEX OF DISPLAY ADVERTISERS — JUNE 1957

ADVERTISER	PAGE NO.
AGOF-SCHACHT	14
AIREQUIPT MFG. CO., INC.	28
AKAREX CORP.	36
ALL FILM SALES	100
ALLIED IMPEX	23
AMERICAN SCHOOL OF PHOTOGRAPHY	90
AMERICAN SPEEDLIGHT CORP.	43
AMERICAN CAMERA EXCH.	97
AMPHOTO 42, 43, 108, 110, 121, 126, 131	
ANSCO Cover II,	3
ASAHI OPT. CO., LTD.	39
ASTRA FILM	117
ATKINSON COLOR	110
AWON FILMS 132,	133
BARNETT & JAFFE	104
BASS INC., ALFRED	108
BASS CAMERA COMPANY	130
BELL & HOWELL	4
BERNDT-BACH, INC.	110
BESELER COMPANY, CHARLES	26
BROADWAY CAMERA COMPANY	127
BROCKWAY CAMERA CORPORATION	22
BROOKS INSTITUTE OF PHOTOGRAPHY	42
BURLEIGH BROOKS, INC.	5
CAMERA IMPORT CORPORATION	120
CANON CAMERA COMPANY, INC.	19
CENTRAL CAMERA COMPANY	116
CHIYODA-KOGAKU SEIKO CO. LTD. 32,	33
CINEPIX, INC.	130
CLAYTON CHEM. CO.	18
COLUMBIAN ENAMELING	110
DA-LITE SCREEN CO., INC.	131
DAVIDSON MFG. CO.	38
DOWLING'S FIFTH AVENUE, INC. 92, 93, 94,	95
EASTMAN KODAK COMPANY Cover	IV
ECONOMICAL FILMS	112
ELGEET OPTICAL CO., INC.	27
EXAKTA CAMERA COMPANY 30,	31
FASCOLOR	98
FEDERAL MFG. & ENG. CO.	40
FOTOSHOP	101
F R CORPORATION, THE 122,	123
FRANKLIN TECHNICAL INSTITUTE	108
GENERAL ELECTRIC COMPANY Bulb Division	114
GOERZ, C. P. AMERICAN OPTICAL CO.	88
GOLDEN GATE COLOR PRINTS	126
HABER & FINK 91,	109
HAMILTON HOUSE	111
HEILAND DIV., MINNEAPOLIS-HONEYWELL	37
HEITZ, KARL, INC.	20
INTERNATIONAL PRESS ASSOC.	90
KALIMAR, INC.	22
KIMAC	114
KINE CAMERA CO.	90
KLING PHOTO CORPORATION 18,	34
KOWA OPT. CO.	90
LEITZ, INC., E. 12,	13
LIDO FILM SERVICE	110
LIFE COLOR LABS	108
MARSHALL MFG. CO., INC., JOHN G.	38
MEL'S PHOTO	104
MINIFILM CAMERA EXCHANGE 98, 99, 106,	128
MODEL FILM SUPPLY	126
MODERN PHOTOGRAPHY BOOK STORE	121
NATIONAL CAMERA REPAIR SCHOOL, INC.	131
NATIONAL PHOTO LABS. 96, 112,	126
NEMS-CLARKE	89
NEW YORK INSTITUTE OF PHOTOGRAPHY 16,	17
N. Y. S. DEPT. OF COMMERCE	88
NIKON, INC.	9
NUCLEAR PRODUCTS COMPANY	110
OLDEN CAMERA & LENS CO.	105
OLYMPUS OPTICAL COMPANY	29
PAIER SCHOOL	131
PAILLARD PRODUCTS, INC. 43,	44
PANORAM FILM LABS.	131
PEERLESS CAMERA STORES	119
PERRIN, J. B. & CO., INC.	114
POLAROID CORPORATION 24,	25
POPULAR PHOTO STORES	113
QUICK SET, INC.	100
RABINOVITCH PHOTOGRAPHY WORKSHOP	126
RAY-VOGUE SCHOOLS	114
REALIST, INC.	35
RELIANT PHOTO SERVICE	107
REMBRANDT CAMERA	112
REVERE CAMERA CO.	8
RIKEN OPTICAL INDUSTRIES, LTD.	11
RITZ CAMERA CENTERS	118
SAMOCA CAMERA COMPANY	34
SAWYERS, INC.	96
SEKONIC ELECTRIC COMPANY	98
SEYMOUR'S	140
SIMMON BROS.	10
SOLAR CINE PRODUCTS, INC.	108
SPIRATONE, INC. 102,	103
STANDARD CAMERA CORPORATION	7
SUN RAY PHOTO CO., INC.	131
TAUBER PLASTICS	114
TELEVISION WORKSHOPS	112
U. S. CAMERA CORP. Cover	III
UNIVERSITY CAMERA STORES	115
VIEWLEX, INC.	21
WALL ST. CAMERA EXCHANGE	129
WESTERN PHOTO	131
WESTON ELECTRICAL INSTRUMENT CORP.	89
WILLOUGHBY'S 124,	125
YASHINA OPTICAL COMPANY	8
ZEISS, INC., CARL	15

MAIL ORDER ADS BEGIN ON PAGE 91

Although we attempt to keep this index as accurate as possible, we cannot be held responsible for errors which may occasionally occur.

Be Sure . . . !

Make Seymour's your one and only source for Exaktas and Exakta Equipment and be **sure!**

Be sure of the equipment you receive. Be sure of the service. Be sure of the value in return for your investment.

When you order your Exakta camera and accessories from Seymour's your mind is at ease: You simply *know* that you are getting the most carefully selected equipment and the most highly corrected lenses. You simply *know* that you receive equipment, tested and checked by the people who are proud to be called

EXAKTA SPECIALISTS

If you are thinking of getting an Exakta, write for complete details. You will soon be convinced that it is to your advantage to buy your Exakta from the only Exakta Specialists in the country—from Seymour's, where your camera has a "home" as long as you own it.

And if you already own an Exakta, be sure to get on our mailing list to receive the latest information about your camera and its accessories.

SEYMOUR'S

the Exakta Specialists
350-C West 31 St.,
New York 1, N. Y.

We shall be waiting to hear from you.

Earl F. Seymour

Earl F. Seymour

Feature OF THE MONTH

We offer you one of the finest

400mm

preset F5.5 Telephoto Lenses

at a price so low that we had to promise the manufacturer not to disclose his name.

This fine lens is 100% color corrected.
It brings distant objects 8 times closer.
It is ideal for wildlife, sports, and ship-to-shore photography.

Bench tests prove highest resolution.

Verified Value $200.00

Feature of the Month Special **$99.50** Brand New

DeLuxe Leather Carrying Case with Shoulder Strap $13.35

(Pay nominal shipping charges on arrival).
15 DAYS MONEY BACK, of course

To: Seymour's. The Exakta Specialists, 350-C West 31 Street, New York 1, N. Y.

☐ **I do not own an Exakta.**
Please send me descriptive literature, price list, accessory list, and a sample copy of your Exakta News.
I am especially interested in ☐ 35mm ☐ 2¼x2¼

☐ **I have an Exakta (Model)**
Please send your Exakta News regularly; also send accessory lists and bulletins and put my name on your mailing list.

☐ **I would like to establish credit.**

☐ **I would like to trade equipment.**
I have listed the items I have and the items I want on a separate sheet attached hereto.

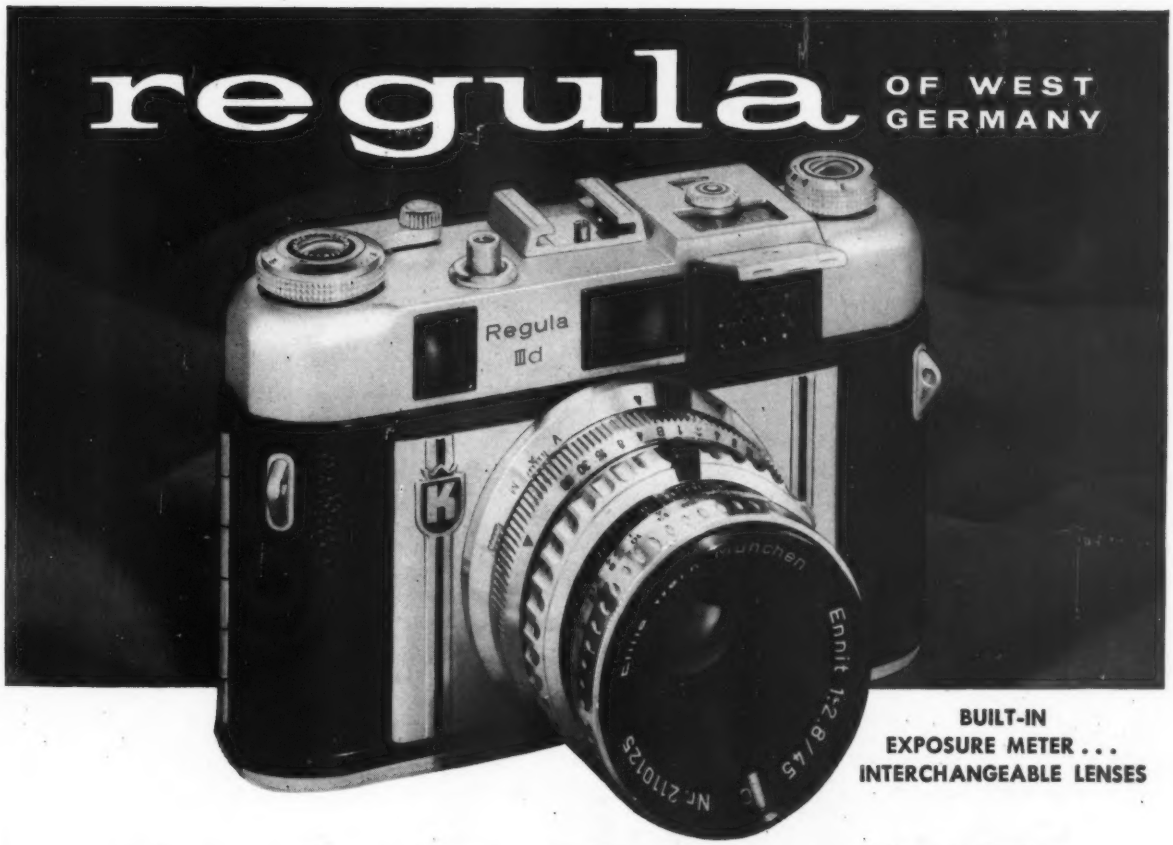
Please hand print or type name and address

NAME .....

NUMBER AND STREET .....

CITY ..... ZONE ..... STATE .....

regula OF WEST GERMANY



BUILT-IN EXPOSURE METER . . . INTERCHANGEABLE LENSES

New Luxury Equipped 35's ...at a sensible price!

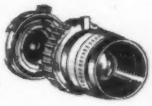
The famous precision craftsmen of Western Germany's Black Forest have engineered these beautifully designed, luxury 35mm cameras with many exclusive features.

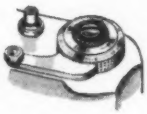
BUILT-IN GOSSEN DUAL RANGE EXPOSURE METER. Light Value Scale (LVS) of meter matches LVS shutter number for quick, correct, automatic exposure. Meter gives both reflected and incident light readings.

PROTECTED AGAINST CLIMATE, WEAR. All metal parts of camera specially coated with Eloxal, the second hardest surface to diamonds—for protection against wear, climate.

ENNIT COLOR-CORRECTED LENSES. 45mm 4 and 6 element hard-coated lenses with click stops, in newest Prontor SVS (Light Value) Shutter with nine speeds from 1 to 1/300 seconds and bulb, built-in self-timer. MX synchronization for bulbs and electronic flash.

LENS-COUPLED RANGEFINDER. Exceptionally accurate, single-window coupled range-viewfinder, super imposed image type. All lenses coupled directly to rangefinder.





CHOICE OF INTERCHANGEABLE LENSES . . . wide angle and telephoto bayonet mount coupled lenses from 28mm to 200mm. Once LVS is set, lenses can be interchanged without resetting.

PATENTED SOFT-TOUCH SHUTTER RELEASE for sharper pictures. Also stops accidental exposures.

THUMB-LEVER FILM TRANSPORT. Automatic rapid single-stroke thumb-lever simultaneously advances film, cocks shutter, and counts exposures—all in one stroke.

AUTOMATIC FRAME COUNTER indicates exposures available—not exposures taken. Unnecessary to remember if film is 20 or 36 exposure.

EXCLUSIVE FILM CHANNEL TRANSPORT prevents film damage, reduces pressure on film sides.

Regula IIId with Ennit 2.8 lens—
4 element (45mm).....$119.50
Regula IIId with Ennit 1.9 lens—
6 element (45mm).....$149.50

A complete line of Regula Cameras is available at leading photographic dealers, starting at $59.95.

KAMERAWERK KING KG • *BAD LIEBENZELL, SCHWARZWALD, WEST GERMANY*

FOR COMPLETE INFORMATION WRITE

U. S. FACTORY BRANCH (*SALES & SERVICE*) **• REGULA CAMERA CO. • 19 N. LOOMIS • CHICAGO 7, ILLINOIS**

How to get a pro excited

Professional photographic illustrators are a hardy breed. They don't excite easily. But when the new Kodacolor Film first came out . . . and one of our men showed them the first big juicy prints on Kodak Color Print Material, Type C . . . you should have seen their eyes pop.

Can't believe it, they said. Certainly not with Kodacolor Film! That's snapshot stuff! You buy it at the corner drugstore!

Sure, our man said, but this is the *new* Kodacolor. It's a professional-quality film. You can process it yourself, have Kodak process it through your dealer, or have it processed locally. You can make enlargements with any good white-light enlarger. And here are the prints from it —big as you like, from contact up to 30x40—sharp as a needle, almost no grain, color so rich and sparkling they're almost like illuminated transparencies. You can compose, hold back or burn in local areas *in color*, warm up or cool down the over-all color balance. This is the color revolution, man!

And it is.

Price subject to change without notice.

If you haven't worked with the new Kodacolor Film and the new Kodak Color Print Material, Type C—you're behind the parade. Today's the day to start catching up, and watch the years of color dreams come true. The Pros now have both Kodacolor and a *sheet*-film equivalent, Kodak Ektacolor Film, Type S, for their big cameras. The new *Kodacolor* Film comes in all popular roll sizes—Nos. 127, 120, 620, 616, and 828. You can process it at home with a $3.85 Kodak Color Processing Kit, Process C-22. Type C Color Print Material is available in sizes from 8x10 up to 30x40 inches—including all exhibition sizes—at your Kodak dealer's—ready to print in your own darkroom. Or you can have prints made in standard sizes. Today's the day.

Kodak
—a trademark since 1888

EASTMAN KODAK COMPANY, Rochester 4, N. Y.